MAY 3 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Part of the Colorado Scene

Tourists

Tourists have long been conspicuous in the Colorado scene, and the money they spend in the state each year is a really substantial factor in the state's economy. Pleasure-seeking tourists this year will spend more than $200,000,000 to enjoy Colorado's vast and varied attractions, which is approximately one-sixth of the total annual volume of Colorado's retail establishments. Along with mining, manufacturing, farming and stock raising, the tourist industry takes its important place as one of the substantial pillars supporting the robust economy of the Denver region.

Voice of the News

KLZ's "Voice of the News", aired seven times daily, is as much a part of the life and scene of Colorado as one of its countless trout streams, or as venerable Pikes Peak itself. The staff that gathers and edits the news for KLZ listeners is one of the largest and most experienced between Chicago and the Pacific Coast. The four staffers pictured above average 14 years each in news experience.

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company.

560 kc. CBS Affiliate

KLZ Denver

Represented by THE KATZ AGENCY

It's impossible*

*You can't cover California's Bonanza Beeline without on-the-spot radio

Add up the buying power in the Beeline market, California's great central valleys plus the Reno corner of Nevada. Your answer is 2 Billion! No wonder annual retail sales here run nearly as high as all of Florida's.

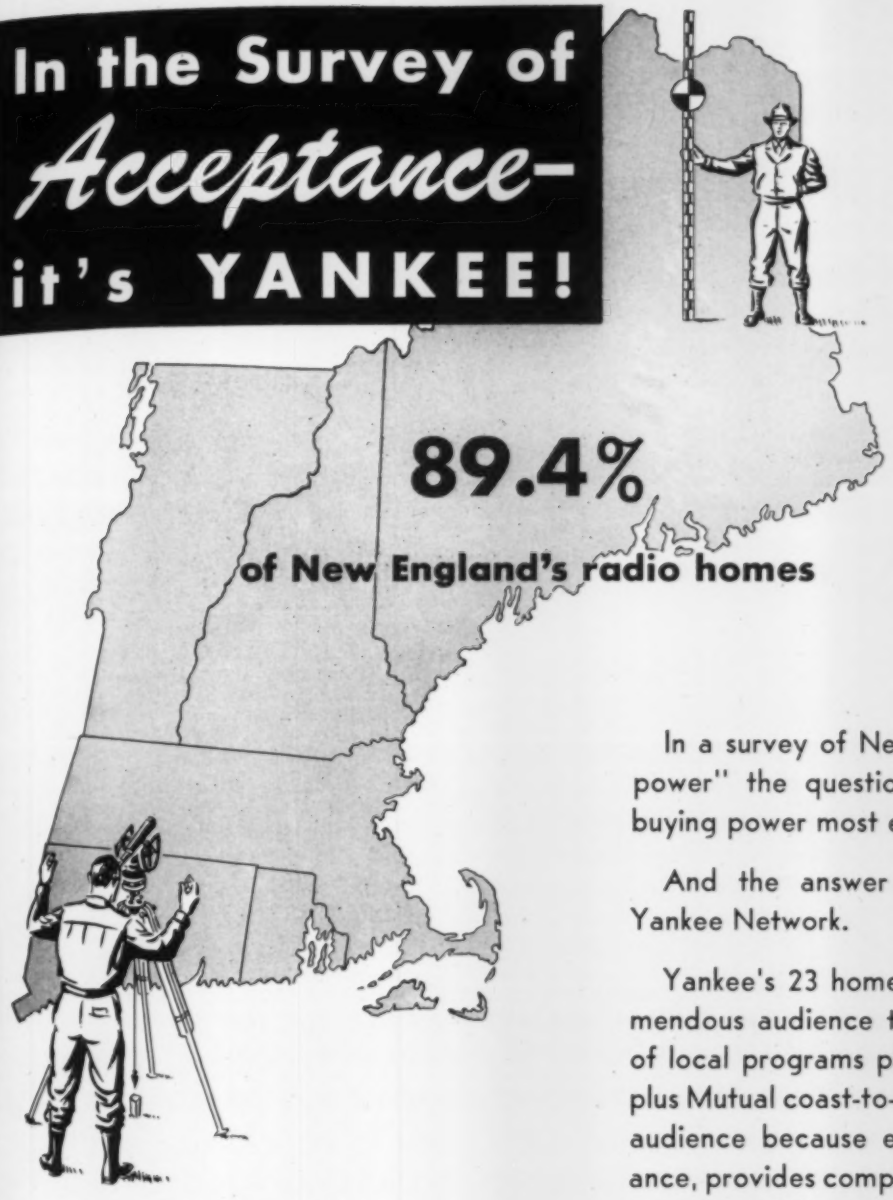
How do you talk to these prosperous people? Only with *on-the-spot radio*. Because this is a land ringed by high mountains . . . mountains that reduce outside radio signals.

Yes, you need the five BEELINE stations, the stations located right in major Beeline cities. Together these stations blanket the whole Bonanza Beeline . . . individually they're the grandest buy. KOH Reno is typical. BMB reports its home county audience as 96% daytime, 94% at night!

McCLATCHY BROADCASTING COMPANY

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 10,000 watts 1530 kc.	Reno (NBC) 1000 watts 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

In the Survey of *Acceptance*— it's YANKEE!



89.4%

of New England's radio homes

In a survey of New England's "effective buying power" the question remains how to reach this buying power most effectively.

And the answer is — with one medium, The Yankee Network.

Yankee's 23 home-town stations give you a tremendous audience through the neighborly appeal of local programs plus Yankee regional programs, plus Mutual coast-to-coast programs. It's an assured audience because each station has local acceptance, provides complete coverage of its area, which means local impact where effective buying power is concentrated.

The Yankee Network is New England's largest regional network. Its 23 home-town stations reach 89.4% of New England's radio homes. It provides dealer and consumer acceptance for all of New England's principal markets, city and suburban, in one package.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

TORN between concern over TV effect on box-office and uncertainties surrounding entry into TV broadcasting, motion picture moguls have ears cocked toward FCC on licensing policy in their field. No less personage than Harry Warner was in Washington last week and made tour of FCC offices in quest for inkling as to ultimate policy.

SEQUEL to acquisition of full ownership of KSTP St. Paul by Stanley Hubbard, president and general manager [CLOSED CIRCUIT, May 17] will be stock issue planned within next month or six weeks. Mr. Hubbard paid off his obligation to Avco Mfg. Co. in amount of $869,500, which he procured from Mellon National Bank, Pittsburgh. Mr. Hubbard, however, plans to retain substantial control with stock issue.

REVIVAL of all-media conference on free speech, dormant lately, desired by book publishers, anxious to get First Amendment protection since recent Supreme Court decision in Paramount case. Court held movies come under amendment. Book people plagued by new police seizures in Philadelphia book stores.

THOUGH NAB went even farther away from network influence at Los Angeles by setting up non-affiliate committee, several network chiefs understood to regret associate membership status and would like to be active again.

BROWN & WILLIAMSON Tobacco Corp., through Ted Bates Inc., New York, considering television campaign, but no plans set.

WAYNE COY, FCC Chairman, will absent himself from participation in proceedings involving acquisition of control of WTOP Washington, CBS-owned outlet, by *Washington Post*, because of his former connection with *Post* as assistant to publisher and executive director of its radio properties.

UPON FCC APPROVAL of acquisition of control (55%) of WTOP by *Post*, John S. Hayes, general manager of *Post*-owned WINX, will move over to CBS outlet. Maurice Mitchell, WTOP manager under CBS ownership, expected to receive executive sales post in CBS headquarters organization.

WHEN STANDARDS for facsimile are released by FCC—probably this week—it's expected they'll provide only for eight-inch transmission, with four-inch system eliminated as too small. Multiplexing upon FM channels also will be provided for under new commercial standards, but with either simplex or multiplex during certain periods.

AUTO ignition interference with TV reception in homes not too serious, engineering study by Radio Mfrs. Assn. will reveal. Figures soon to

(*Continued on Page 82*)

Upcoming

June 13-16: Advertising Federation of America, annual convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, annual convention, Sacramento, Calif.

June 14-15: American Marketing Assn. spring conference, Hotel Statler, Washington.

June 14-17: RMA annual convention, Stevens Hotel, Chicago.

(Other Upcomings on page 56)

Bulletins

FCC asked to reopen record on transfer of TV Channel 1 (44-50 mc) to fixed and mobile services instead of FM [BROADCASTING, May 10] in petition filed Friday by Prof. Edwin H. Armstrong. He argues substitute service cannot be ready by Dec. 31 deadline for shift of FM network operations.

HOUSE passed census of business and manufacturers bill Friday, authorizing quinquennial study of trade and industry, discontinued since before war. Bill with similar provisions has passed Senate.

CONTINENTAL FM NETWORK TO COVER CONVENTIONS

COMPLETE coverage of proceedings at national political conventions to be given by Continental Network, feeding 26 stations with high-fidelity service, Hudson Eldridge, network manager, said Friday (early convention story page 27). Other stations may be added.

Continental has contracted for 15,000-cycle line from Philadelphia to W2XMN Alpine, N. J., with 14 stations getting service. Others will get 8,000 cycle service by wire and radio relay for 16-hour daily programming.

Coverage in charge of Joseph McCaffrey, ex-CBS and UP newsman and now on MBS. Aiding him will be Paul Green, former CBS and UP newsman, and John Cocoran, Philadelphia freelance.

RADIO NEWSMEN ELIGIBLE TO NATIONAL PRESS CLUB

RADIO newsmen admitted to active membership in National Press Club, Washington, under amendment adopted unanimously at Friday club meeting. Eligible are those whose principal work involves gathering, writing or editing of news for radio, TV or facsimile.

Long-pending amendment covers only those whose work is comparable to news reporting, news photography and news editing, and does not include owners or advertising employes of stations nor those who merely broadcast news items prepared by others. News service employes are included.

Business Briefly

WJZ-TV CONTRACTS ● TV contracts s... with WJZ-TV New York by Peter Paul ... Old Dutch Coffee, Beam Products Inc. ... F. & M. Schaeffer Brewing Co. Peter ... through Platt-Forbes, to use five spots w... for 52-weeks, and two spots weekly adj... to sports for nine weeks. Old Dutch th... Peck Adv. Agency, signed for five-w... spots, 26 weeks. Beam will use one-m... film shorts thrice weekly 13 weeks, place... rect. Schaeffer, through BBDO, will us... spots weekly, 26 weeks. WJZ-TV begin... erations in August.

TRAILER NEWS ● Fruehauff Trailer ... signed with ABC last week to sponsor S... news commentary, *This Changing World*, 3... p.m., 52 weeks, beginning June 20. Ag... Zimmer-Keller, Detroit.

CAMPBELL AGENCY ● Campbell Sou... has appointed Dancer-Fitzgerald-Sample, ... York, to handle radio and white space adv... ing of V-8 vegetable juices, V-8 tomato ca... and V-8 chili sauce.

SEABROOK PLANS ● Seabrook Fa... Bridgeton, N. J. (frozen foods), which ra... Peter Hilton Inc., New York, as agency ... use radio in key areas.

STATE DEPT., NBC SHARE BLAME AT 'VOICE' PROBE

BLAME for "slanderous stories" on U. ... "Voice of America" broadcasts (story pag... was bucked back and forth as House Ex... tive Expenditures Subcommittee opened ... Friday.

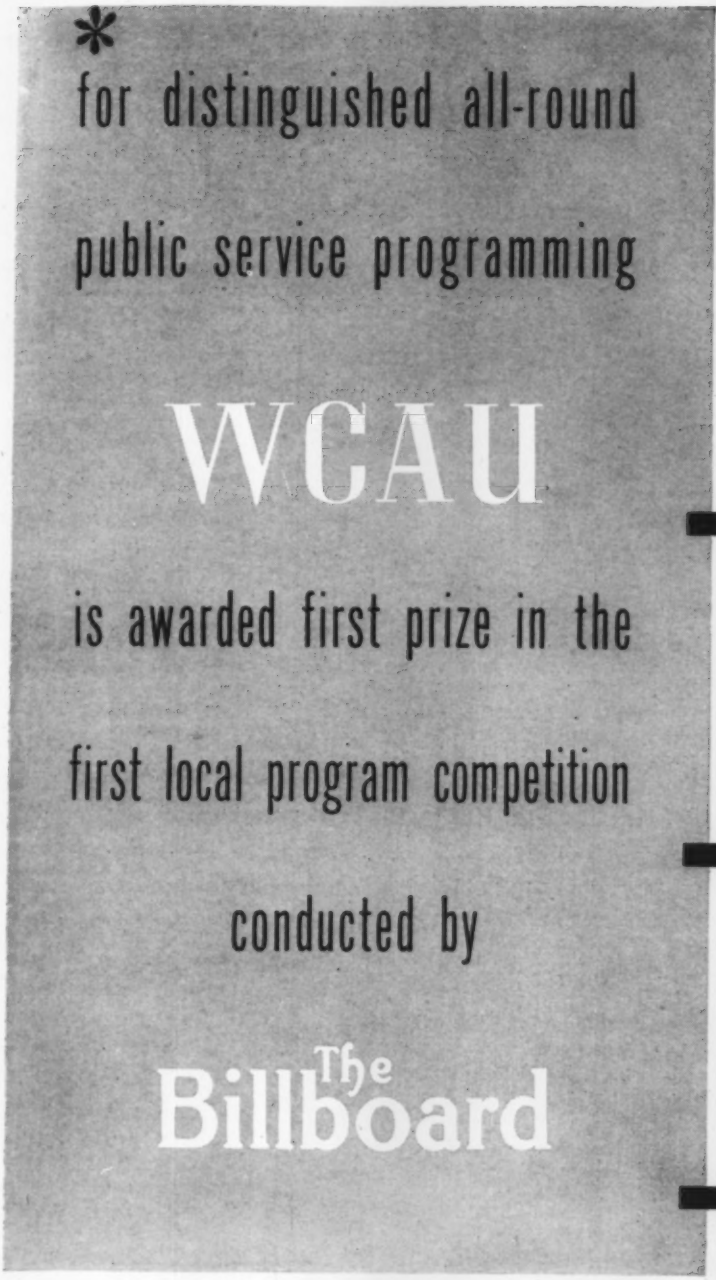
Assistant Secretary of State Georg... Allen admitted to subcommittee that enter... ment programs beamed to South America ... not monitored. He recalled Congressional ... tent was to have broadcasting compa... handle programs entirely.

NBC Vice President Charles R. Denny ... his network accepted joint responsibility w... State Dept. Mr. Denny said Albert Gand... supervisor of NBC Spanish language sect... "certainly should not have approved th... broadcasts. We don't know why he did it, b... he did it and as he was our employe we a... cept responsibility." NBC thought State Dep... was checking scripts, he testified.

Earlier in New York Rene Borgia, scr... writer, had intimated Mr. Gandero was ... competent and consequently "NBC is to blam... Mr. Gandero, now in Havana, Cuba, charg... as did Mr. Borgia that sections of scripts h... been removed, causing distortion.

Stanley P. Richardson, NBC Internation... Division director, said Mr. Gandero admitt... not having read all scripts. Mr. Allen wonder... if he were going too far in asking if Congr... too, recognized its responsibilities.

Rep. J. Edgar Chenoweth (R-Col.), su... committee chairman, favored discontinuan... of Voice at least temporarily, or removing ... from State Dept. jurisdiction. He announce... Mr. Borgia would be asked to testify June 1...



*

"The WCAU Career Forum"

Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.

*

"Cavalcade of American Politics"

A dramatic series tracing the heritage of American politics.

*

"The Freedom Train"

WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.

Umbrella Coverage

WCAU

50,000 WATTS • CBS AFFILIATE

Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station

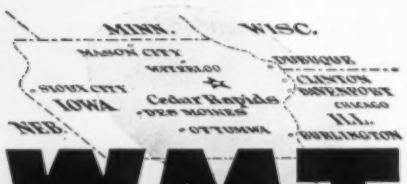
There are no Reds in Moscow

(IOWA)

. . . no reds, but plenty of greenbacks, according to what we hear about the Iowa variety of Muscovites. We hear they hear us, loud and clear. BMB measurements bear this out (84% day, 78% night).

Like 1058 other towns in WMT's listening area, Moscow is well-fed, well-clothed, well-radioed, and well-heeled. It's another post in the fence you build around Eastern Iowa when you use WMT.

Get inside the prosperous farm-and-industry market that listens regularly to Eastern Iowa's only CBS outlet. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Tom Stack.

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HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28. *HEmpstead 8381*
David Glickman, *West Coast Manager*; Ralph G. Tuchman, *Hollywood News Editor*; Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

WSIX gives value!

A LEADING distributor of **dairy products** in the Nashville area has used daily programs and announcements over WSIX for more than ten years. It's obvious this distributor is convinced WSIX gives top advertising value. Dozens of other national, regional and local sponsors know from year in year out results that WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Consult your nearest Katz representative for latest facts and figures—and the way WSIX can help you with your sales problem.

ABC AFFILIATE
5000 WATTS • 980 KC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!

How important are 25 years?

ONE LONG-TERM MEASURE of an advertising agency is its ability both to change and to resist change.

In striving ever to improve the quality of its work, it must be party to the myriad inventions—intellectual and material—by which progress is measured.

But in preserving the character and integrity of its work, an agency must resist all efforts to change those basic qualities on which its reputation and its inspiration are founded.

If, by preserving the latter, it impels the former, each year becomes more useful than the last.

In the year of our twenty fifth anniversary—which we celebrate this May—Young & Rubicam publicly restates some of the beliefs we live by.

Y&R's philosophy

1. An agency must excel in ingenuity, thoroughness, restlessness

Ingenuity—the resourcefulness to command a bigger proportion of the public's attention for a client's advertising than his competitors are getting for theirs.

Thoroughness—the ability to completely surround and penetrate a selling problem.

Restlessness—a state of mind that compels an advertising agency to seek a still better way to do a job, after a good way has been found.

2. A job must satisfy not only the client —but Young & Rubicam

Good advertising cannot thrive in an atmosphere of "pleasing the client at any cost."

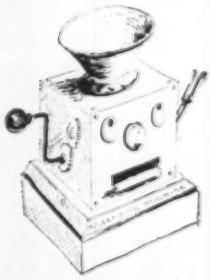
We want the client to believe in the advertising we prepare for him. But—equally important—we must believe in it ourselves.

3. "Brass Hat" doesn't mean brass knuckles

Any executive of Young & Rubicam can lose an argument to a subordinate.

For it is Young & Rubicam's belief that problems are solved better with reason than by coercion; that the agency will profit most from a man's mind if he feels free to express his honest convictions in any situation.

4. There is no such thing as an "all-round" advertising man



It is our belief that an outstanding advertising man may be capable in many phases of advertising, but that he will excel in one.

Letting each man devote his entire ability to the thing he does best has proved to be one good form of insurance against undernourished thinking.

5. "Formula" is another name for "rut"

We believe that the sales problems of products are as individual as eyesight, and that advertising should be fitted to them as carefully as glasses are fitted to the eyes.

Any attempt to formularize advertising places too much responsibility on experience, and too little on original thought.

6. An agency should be alive to the world outside of advertising and business

It should study the things that appeal to people in the field of politics, news columns, movies, the stage, the pulpit or fiction.

And it should be able to apply its findings to the constant improvement of the advertising it prepares.

7. It is more important to develop present business than to get new business

The reward of ownership in Young & Rubicam has been given for the ability to *serve* business rather than to get business.

In each Young & Rubicam office, one man devotes *part* of his time to soliciting new accounts.

The inference

25 YEARS AGO THIS MONTH, Young & Rubicam was an advertising agency which had some definite convictions—but no business.

We still have the convictions. And we believe sincerely that *because* we still have them, the following businesses have chosen to advertise through Young & Rubicam, Inc.

Clients of Young & Rubicam, Inc.

Following is a list of companies whose advertising is handled —in whole or in part—by Young & Rubicam. The companies are listed in chronological order.

1924

General Foods Corporation

1926

International Silver Company

1927

The Borden Company
Johnson & Johnson

1930

The Travelers Insurance Co.

1931

American Home Foods, Inc.
Cluett, Peabody & Co., Inc.

1932

Gulf Oil Corporation
The Rath Packing Company
The Personal Products Corp.
Packard Motor Car Company
Parke, Davis & Company
Northern Paper Mills
The Centaur-Caldwell Division of Sterling Drug, Inc.

1933

Bissell Carpet Sweeper Company
Frankfort Distillers Corporation

1935

General Aniline & Film Corp.
The National Sugar Refining Co.
Bristol-Myers Company

1936

Life Savers Corporation
Drake Bakeries, Incorporated

1937

Motor Wheel Corporation
The Singer Sewing Machine Co.
Metropolitan Life Insurance Co.

1938

Thomas J. Lipton, Inc.
Time, Inc.
The Drackett Company

1938 *(Continued)*

Sanforized Division of Cluett, Peabody & Co., Inc.
Cannon Mills, Inc.

1939

Simmons Company

1940

Hotels Statler Company, Inc.
American Can Company
Royal Typewriter Company, Inc.
Lever Brothers Company
John F. Jelke Company

1941

The Pullman Company
Celanese Corporation of America

1942

Consolidated Vultee Aircraft Corporation

1943

Good Housekeeping Magazine
Petri Wine Company
The Goodyear Tire & Rubber Company, Inc.
General Electric Company

1945

Duffy-Mott Company, Inc.
Hunt Foods Inc.
Purity Bakeries
Hammond Instrument Company

1946

Pepsi-Cola Company (Evervess Sparkling Water)
O'Cedar Corp'n.
Chester H. Roth Co., Inc.
Dictaphone Corporation
Northam Warren Corporation

1947

The Permanente Metals Corporation, and Permanente Products Company
Bigelow-Sanford Carpet Co., Inc.
Scovill Manufacturing Company
Jos. Schlitz Brewing Company

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

The Swing is to WHB in Kansas City

NOW!

Swing your sales to a new high in the rich Kansas City Marketland with those dynamic customer-getting extras *now* available! Yes, sir, WHB is sitting pretty in the very heart of the Midwestern trade territory, swinging out—*now*—with

10,000 WATTS
710 KILOCYCLES
FULL-TIME

See your John Blair man today, and join other smart advertisers in the Swing to WHB!

WHB
10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

WILLIAM J. MORRIS, former television and motion picture head of BBDO, New York, and previously with J. Walter Thompson Co., joins Biow Co., New York, as supervisor of television and motion pictures, effective immediately.

TED HUSTON, freelance radio and television producer and former with Ruthrauff & Ryan, New York, joins McCann-Erickson, New York, as assistant to **LEE COOLEY**, director of television.

SEYMOUR MORRIS and **T. J. HENRY** named vice presidents of N. W. Ayer & Son, New York. Mr. Henry is now vice president in charge of Detroit service while Mr. Morris has been appointed vice president in connection with New York service.

WALTER WASHBURN, with Young & Rubicam, New York, since 19[illegible] as agency merchandising executive, appointed vice president and a contract supervisor.

GEORGE H. PATTON, former account executive with Tullis Co., Hollywood, joins Makelim Assoc., that city, in executive capacity.

ROBERT WEENOLSEN, radio director of Sherman & Marquette, New York, announces his resignation effective July 1. Future plans will be revealed at later date. No successor has been named.

JACK WHITNALL and **ALLEN WINKELMAN** join Rolfe Whitnall Adv., Los Angeles, as partners. No change of firm name involved.

JOHN H. FORSHEW, formerly with Industrial Surveys, joins research staff of J. Walter Thompson Co., New York, to head activities of consumer panel.

MAC L. OLDS, former account executive with Adolph Bloch, Portland, Ore., joins Pacific National Adv., same city, in similar capacity.

MAYS & BENNETT Adv., Los Angeles, dissolves effective June 1. Understood **ROD MAYS** will retain Barker Bros. and J. W. Robinson Co., Los Angeles stores, accounts, and Co-partner **HARRY BENNETT** will take over Craig Oil Co., Los Angeles account. Other details not disclosed.

EARL DUMONT, former New York manager of Smith, Bull & McCreery Adv., transferred to agency's Hollywood office as executive assistant.

ROBERT P. KuKUCK, executive of Flint Adv. Assoc., New York, appointed director of expanding television department.

E. L. HILL, formerly with Procter & Gamble, Cincinnati, joins Ted Bates Inc., New York, as account executive.

PRODUCTIVE Adv., Los Angeles, moved to new offices at 2024 W. 6th St. Telephone: Dunkirk 8-2251.

PORTER ADV. Agency, Washington, opened offices in National Union Bldg., 918 F St., N. W., **ALBERT K. PORTER** owner, has announced. Mr. Porter was former vice president of WBUZ (FM) Bradbury Heights, Md.

BRISACHER, VAN NORDEN & Staff, Los Angeles, resigns account of West Coast division, Wilson & Co. (meat packer) due to conflicting accounts.

ALICE LIDDELL appointed director of media department, Ingalls-Miniter Co., Boston agency.

E. H. KLAUS, former head of recently dissolved E. M. Klaus & Co., Los Angeles, joins Dana Jones Co., that city, as director of media and research.

ALFRED L. GOLDBLATT resigns as vice president of Howard H. Ryan & Son, Seattle, to establish own advertising agency at 604 University St., same city. Accounts include F. S. Harmon Mfg. Co., Golden Glint Co., Northwest Distributors.

GLORIA WICKERSHAM, account executive with W. C. Jeffries Co., Los Angeles, resigns, announcing no future plans.

IRVING E. STIMPSON, former public relations manager Safeway Stores, Seattle area, joins Frederick E. Baker & Assoc., that city, as partner.

FREDERICK KOPP, former art director and account executive, Ruthrauff & Ryan, Hollywood, joins Russell Harte & Assoc., Los Angeles.

KAY S. SELL'S TIMELY NOTE TO TIMEBUYERS

K. S. SELLOGRAM

TO REACH ALL YOUR PROSPECTS IN INTERMOUNTAIN AMERICA, YOU'LL NEED KSL. MORE THAN HALF OF THE MILLION LISTENERS IN KSL'S 8-STATE 50-100% BMB DAYTIME COVERAGE AREA* LIVE ON FARMS OR IN TOWNS OF LESS THAN 5,000 PEOPLE. KSL IS THE ONLY MEDIUM WHICH SERVES ALL OF THIS INTERMOUNTAIN FARM, TOWN AND CITY POPULATION.

KAY S. SELL

*Broadcast Measurement Bureau, 1946

Kay S. Sell
Giant Salesman of the West
KSL's 50-100% BMB Nighttime Area
KSL's 50-100% BMB Daytime Area
Average Salt Lake City Wholesale Trading Area
(BMB Study No. 1)
CBS

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

Builds Sales at Low Cost

WKBO

HARRISBURG, PA.

Established 1922

REPRESENTED BY

ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

Studios of KEX Portland, Ore., during Dewey-Stassen debate.

ALL FACILITIES were made available by KEX Portland, Ore., May 17 for airing of Dewey-Stassen debate. During the hour-long coast-to-coast verbal tug-of-war the two Presidential aspirants argued "Shall the Communist Party Be Outlawed?"

Audience at KEX studios was limited to editors, reporters and photographers and station reports press representation was greater than at any other occasion in recent Oregon history. Nearly 100 press representatives were present in addition to three crews of newsreel cameramen.

Western Union was kept busy during the debate and more than 30,000 words were dispatched through its special facilities set up in the KEX building.

The broadcast was released to ABC through Westinghouse's KEX, and other networks picked up the broadcast from the KEX studios.

On All Accounts

WHENEVER Gordon Keeble, radio director of F. H. Hayhurst Co. Ltd., Toronto and Montreal advertising agency, feels that he is working too hard, he thinks back to his first fulltime radio job and decides that, comparatively speaking, he's on vacation now.

He started as an announcer with CFCH North Bay, after answering an advertisement for an announcing job in 1940. He auditioned in Toronto on Tuesday, was on the job at CFCH on Thursday. For $75 a month he wrote all continuities for CFCH, announced 10 hours a day, and conducted classes in broadcasting technique for the sons and daughters of local sponsors.

Today as radio director of a leading Canadian agency, Gordon handles 40% of the agency's billings. He handles such accounts as Bromo-Seltzer Ltd., F. W. Fitch Co., Canadian Canners Ltd., British Ceramics & Crystal (Canada) Ltd., Larus & Bros. Ltd., Dr. A. W. Chase Medicine Co., C. E. Fulford Ltd., G. T. Fulford Co. Ltd., Pierce's Proprietaries Inc., Dr. Scholl Mfg. Co. Ltd., and Templeton's Ltd. Most of this business is spot radio.

GORDON

Gordon joined F. H. Hayhurst Co. in June 1946, but not directly from CFCH. He was transferred from CFCH to CKGB Timmins, where his first job was to write 13 half-hour spook-dramas, which already had been sold to an enthusiastic sponsor, script unseen. He also starred, produced and directed the series. He was at the same time commercial announcer and newscaster of CKGB.

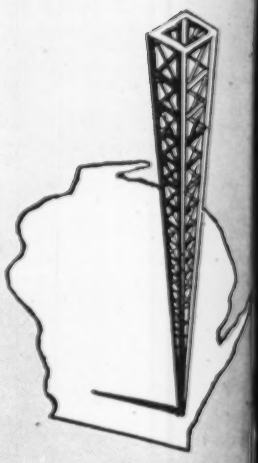
He left CKGB in April 1942, resumed his piano studies, and on suggestion of Midge Ellis, a Canadian Broadcasting Corp. announcer, and now Mrs. Gordon Keeble, asked for an audition with CBC Toronto program headquarters. Given a script for the audition, he found it to be the same one he had used continuously at CFCH to teach announcing to would-be announcers there. He was spectacularly successful on that audition, and joined the CBC announcing staff, soon becoming chief announcer of CJBC Toronto, key station of CBC's Dominion network.

From CJBC he moved to the Hayhurst organization, where he soon became head of the radio department. He has been active in

(*Continued on page 46*)

Dominant

SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN

MILWAUKEE

The Katz Agency, Inc.

Natl. Representatives

BROADCASTING

Comparative Network Program Schedule

June 1948

Yeah, but can he lift a sales curve?

(for another set of muscles, see back page of insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl Ins Family Hour (152)	Quaker Oats Those Websters (484)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod. Star Preview (126) R
6:45	"	"	Nick Carter (438)	"
7:00	I Love Adventure S	Wrigley Gene Autry (154)	Trimount Sherlock Holmes (241)	Am. Tobacco Co. Jack Benny (161)
7:15	"	"	"	"
7:30	Johnny Fletcher S	CPP-Super Suds Blondie (150) R	Mutual Benefit Behind the Front Page (447)	F. W. Fitch Co. Faye & Harris (161)
7:45	"	"	"	"
8:00	Stop The Music S	Wildroot Sam Spade (160)	Co-op A. L. Alexander	Standard Brands Shaw Chorale (150) *
8:15	"	"	"	"
8:30	"	Gen. Motors Man Called X (161) R	Carter Products Jimmy Fidler (201)	Ford Motor Fred Allen (162)
8:45	"	"	Twin Views Of The News S	"
9:00	Andrew Jergens Walter Winchell (215)	Catch Me If You Can S	Co-op Meet Me At Parkys (40)	Sterling Drug Man. M -Go-R (147)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Luden's Strike It Rich (47)	T B A	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	"	"
10:00	"	Shorty Bell Mickey Rooney S	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Escape S	Clarys Gazette S	Philip Morris Horace Heidt (160)
10:45	We Care S	"		"

MONDAY

	ABC	CBS	MBS	NBC
	(Not In Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
	"	Chicagoans S	"	Sketches in Melody S
	"	P & G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53) *	P&G Dreft Beulah (81)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (161) R
	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	* Dinner Date	Miles Labs. News of World (143)
	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (151)	Gen. Motors Henry Taylor (449)	Angie Bond Trio
	"	Campbell Soup Ed. Murrow (150)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
	Sound Off S	Brome Seltzer Inner Sanctum (150) R	Falcon S	E. I. duPont Cav. of Amer. (147) R
	"	"	"	"
	Stars In The Night	Lipton-Lever Arthur Godfrey (149) R	Pharmaco Charlie Chan (286)	Firestone Voice Firestone (140)
	"	" *	*	"
	Tomorrow's Tops	Lever-Lux Soap Radio Theater (153)	Carter Products Gabriel Heatter (321)	Bell Telephone Telephone Hour (150) R
	"	"	Mutual Newsreel S	"
	Orchestra	"	Quiet Please S	Mars Inc. Dr. I. Q. (131)
	"	"	"	"
	Elec. Workers Arthur Gaeth (97)	Lever-Swan My Friend Irma (147)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
	Earl Godwin S	"	"	"
	To Be Announced	R. J. Reynolds Screen Guild (160)	Orchestra S	General Electric Fred Waring (160)
	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
	"	Frontier to Science S	"	6:15-6:20 Music Liebert 6:20-6:30 S
	"	Chicagoans S	"	Sketches in Melody S
	"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs. News of World (132)
	General Mills Green Hornet (160) R	Campbell Soup Club 15 (151)	News	Lennie Herman Quintet
	"	Campbell Soup Ed. Murrow (150)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (27)
	Youth Asks the Government S	SterLng Drug Big Town (148) R	Mysterious Traveler S	Phillip Morris Call for Music (142) R
	Chr. Sc. Mon. Views the News R	"	"	"
	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (150) R	Pharmaco, Inc Official Detective (139)	Lewis Howe Co. Date With Judy (150)
	"	" *	" *	"
	"	Gulf Oil We the People (118)	Serutan Co. Gabriel Heatter (212)	Pabst Beer The Thin Man (149)
	"	"	Mutual Newsreel S	"
	Boston Symphony S	DeSoto Plymouth Christopher Wells (162)	Greg. Hood S	Lever Bros. Call The Police (152)
	"	"	"	"
	"	Studio 1 S	Robt Kilgore S	Lever Bros Cor'ss Archer (130)
	"	"	"	"
	Let Freedom Ring S		Orchestra S	Brown & W'mson Red Skelton (160)
	In the Family (C10)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (264)	World News John McVane Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Tone Tapestries S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (257)	Highlights Of The Bible
10:15	"	Ballard & Ballard Renfro Valley (28)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	Chuch of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (235)	Words & Music S
11:15	"	As Others See Us S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Texas Jim S	Invitation to Learning S	To Be Announced	T B A
12:15 PM	Foreign Reporter S	"	"	"
12:30	On Trial S	People's Platform S	Lutheran Hour Dr. W. Maier (329)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	Doorway to Life S	Wings Shirts Wm. Shirer (279)	America United S
1:15	Editor At Home S		Mutual Music Box	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Toni Co Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Ozark Valley Folks S	"
	"	"	"	Clevelandaires S
	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted S
	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
	"	"	Faith Our Time S	"
	Gen. Mills Betty Crocker (191) R	Hilltop House S	Say With Music Willard's Orch. S	P & G Road of Life (154)
	Curtis Co. Listening Post (202) * R	Babbitt David Harum (55)	"	P & G Joyce Jordan (152)
	P&G Break Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N. Drake (156)
	Kellogg Co. Break Hollyw'd (234) R	"	Tell Your Neighbor (61) S	Manhattan Soap Katie's Daughter (157)
	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (49)	Phil Morris Hearts Desire (223)	Prud'tl Ins. Jack Berch (139)
	West. Elec Corp. Ted Malone (196) R	P & G Rosemary (60)	"	B. T. Babbitt Lora Lawton (97)
	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (190)	"
	"	Lever Bros. Aunt Jenny (59)	Serutan Victor Lindlar (116)	To Be Announced
	Out Of Service	Whitehall Helen Trent (78)	U. S. Service Bands S	Words & Music S
	"	Whitehall Our Gal Sunday (80)	"	"
	Co-op Baukhage (92)	P & G Big Sister (91)	Co-op Cedric Foster (126)	Special Music S
	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
	Shopper's Special S	Co-op News	(Network Opens 9:30 A M)	Story Shop S
	"	Ballard & Ballard Renfro Valley (29)	"	"
	"	"	News R Hurleigh S	M'nd Your Manners S
	"	Washington Wives S	Practical Gardener	"
	This Is For You	Red Barber S	Bill Harrington S	Frank Merriwell S
	Johnny Thompson	"	Misc Programs	"
	Seeman Bros. Hollywood Headlines (125)	Pet Milk Mary Taylor (139) R	Ozark Valley Folks S	Swift & Co. A. Andrews (161) R
	Saturday Strings S	"	"	"
	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (150) *	Movie Matinee S	Swift Meet the Meeks (161)
	"	"	"	"
	The Bosco Co. Land of the Lost (36)	Lever Bros Jun or Miss (163)	Teen Timers, Inc. Teen Timers Club (106)	Brown Shoe Smilin' Ed McConnell (156)
	"	"	"	"
	Junior Junction S	Armstrong Cork Theater of Today (160)	Misc Programs	Barrisdtt Wash. News S
	"	"	Week in Wash. Albert Warner S	Public Affairs S
	American Farmer (88) S	Bowey's Stars Hollywood (53)	Proarte Quartet S	Coffee With Congress S
	"	"	"	"
	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (130)	Alan Lomax S	Allis-Chalmers Nat. Farm & Home Hour (163)
	"	"	"	"

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BROADCASTING

THURSDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S Radcliffe Hall Clem McCarthy 6:15-6:20 S Music Liebert 6:20-6:30 S
6:15	"	Men & Books S	"	Sketches in Melody S
6:30	"	Chicagoans S	"	Sun Oil Co. 3-Star Extra (33)
6:45	"	P&G Ivory Thomas (77) R	"	Liggett & Myers Supper Club (162) R
7:00	Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (339)	Miles Labs. News of World (132)
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch. S	Adrain Rollini Trio
7:30	Rayve Henry Morgan Show	Campbell Soup Club 15 (151)	News S	Pure Oil Co. Kaltenborn (27)
7:45	"	Campbell Soup Ed Murrow (150)	Bayuk Cigars Inside Sports (106)	General Foods Aldrich Family (143) R
8:00	The Front Page S	P & G Lava FBI (146) R	Lucky Partners	"
8:15	"	"	"	"
8:30	T. B. A.	Whitehall Mr. Keen (146) R	Talent Hunt S	General Foods New Faces (145) R
8:45	"	"	"	"
9:00	General Electric What's My Name (164) R	Auto-Lite Dick Haymes (160)	Serutan Co. Gabriel Heatter (212)	Kraft Foods Co. Music Hall (144)
9:15	"	"	Mutual Newsreel S	"
9:30	Candid Microphone S	Toni Co. Crime Photog. (165)	Revere Camera All-Star Revue	Seattest Village Store (93)
9:45	"	"	Background For Stardom	"
10:00	Child's World S	Hall Brothers Readers Digest (158)	The Family Theatre S	R. J. Reynolds Bob Hawk Show (161)
10:15	"	"	"	"
10:30	To Be Announced	Campana First Nighter (58)	Dance Orchestra S	T B A
10:45	Earl Godwin S	"	"	"

FRIDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
6:15	"	Report from UN S	"	Sketches in Melody S
6:30	"	Chicagoans S	"	Sun Oil Co. 3-Star Extra (33)
6:45	"	P&G Ivory Thomas (77) R	"	Liggett & Myers Supper Club (162) R
7:00	Co-op Headline Edition (53) *	P & G Beulah (81)	Fulton Lewis, Jr. (331)	Miles Labs. News of World (143)
7:15	Co-op Elmer Davis (48)	P & G Jack Smith (81) R	Orchestra	Mary Osborne Trio
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (151)	Gen. Motors Heary Taylor (443)	Pure Oil Co. Kaltenborn (33)
7:45	"	Campbell Soup Ed Murrow (150)	Bayuk Cigars Inside Sports (106)	Cities Service Co. Band of America (82)
8:00	Norwich Phar. Fat Man (136) R	General Foods Mr Ace & JANE (152) R	There's Always A Woman	"
8:15	"	"	"	"
8:30	Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (150) R	Leave it to the Girls	Colg.-Palm.-Peet Can You Top This? (145) R
8:45	"	*	"	"
9:00	Bristol-Myers Break the Bank (183) R	P. Lorillard Old Gold Show (148)	Noxema Co. Gabriel Heatter (172)	Brown & W'mson People are Funny (165)
9:15	"	"	Mutual Newsreel S	"
9:30	Pacific C. Borax The Sheriff (191)	Int. Silver Ozzie & Harriet (153) 6/18	Co-op Informa Pleasa (170)	Sterling Drug Waltz Time (149)
9:45	Ch. Spark Plug Roll Call (215)	Silver Summer Review	"	"
10:00	Gillette Sports (254)	Everybody Wins Phil Baker (149)	Co-op Meet the Press (46)	Centaur Co. Mystery Theatre (141)
10:15	"	"	"	"
10:30	"	Coca-Cola Spotlight Review (159)	U. S. Air Forces Tex Beneke	Colg.-Palm.-Peet Sports Newsreel (70)
10:45	"	"	"	Pro and Con Speakers from Washington S

SATURDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Ernie Felice Quartet S	News S Don Pryor	Orchestra	News Summary S
6:15	Prophets Of Prayer	In My Opinion S	"	Art of Living
6:30	Harry Wismer	Red Barber Sports Show S	"	NBC Symphony S
6:45	Communism & One World S	News S Larry Lesueur	"	"
7:00	Challenge of The Yukon	T B A	Hawaii Calls S	"
7:15	"	"	"	"
7:30	General Mills Famous Trials (164) R	Lambert Co. Abe Burrows (162) R	What's the Name Of That Song?	Mars Inc. Curtain Time (130)
7:45	"	Hoagy Carmichael S	"	"
8:00	Ross Dolan Detective (207) S	T B A	Ronson Metal 20 Questions (349)	P & G Life of Riley (137) R
8:15	"	"	"	"
8:30	The Amazing Mr. Malone	"	Stop Me S	P & G Truth or Conseq. (143)
8:45	"	"	"	"
9:00	P&G - Co-op Gang Busters (62)	Joan Davis Show Co-op	Keeping Up With Kids	Am. Tobacco Co. Your Hit Parade (160)
9:15	"	"	"	"
9:30	T. B. A.	R. J. Reynolds Vaughn Monroe (160) R	Lionel Hampton Show S	Colg.-Palm.-Peet Judy Canova (143)
9:45	"	"	"	"
10:00	American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (78)	Chicago Theatre of the Air S	Colg.-Palm.-Peet Kay Kyser (143)
10:15	"	"	"	"
10:30	BayloffHoedown (107) S	It Pays To Be Ignorant Co-op	"	R. J. Reynolds Grand Ole Opry (158)
10:45	"	"	"	"

SUNDAY

	MBS	NBC
6:00 P.M.	Music	Univ. of Chic. Rd. Table S
6:15	"	"
6:30	Air Force Show S	R. F. D. America S
6:45	"	"
7:00	Co-op Bill Cunningham (210)	RCA Victor Show (162)
7:15	Veteran Wants to Know S	"
7:30	H. C. Cole Mine Variety Show (105)	Sheaffer Pen Parade (162)
7:45	"	"
8:00	General Foods Juvenile Jury (137)	Stand Brands 1 Man's Fam. (150)
8:15	"	"
8:30	General Foods House Mystery (463)	Miles Lab Quiz Kids (148)
8:45	"	"
9:00	Wilmsn Candy True Detective (465)	Pillsbury Mills Bob Trout (62)
9:15	"	Swing - 1948 S
9:30	T B A	Ford Motor Co. Ford Theatre (162)
9:45	"	"
10:00	Helbros Watch What Makes You Tick? (403)	"
10:15	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	P & G Dr. Malone (80)	The Happy Gang	Robt McCormick Co-op S
6:15	"	P & G Guiding Light (86)	Ralston Purina Cbd. Jamboree (167)	Robt. L. Ripley Co-op
6:30	Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (277) Miles Lab (469) Armour (229) Int. Milling (119)	Campbell Soup Double or Nothing (131)
6:45	Co-op Ethel & Albert (42)	P & G Perry Mason (90)	Queen For Day	"
7:00	Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Martin Block S	Gen. Mills Today's Children (140)
7:15	"	Manhattan Evelyn Winters (161)	"	Gen Mills Light of World (61)
7:30	Quaker Oats Ladies be Seated (205) R	Campbell Soup Dble or Noth'g (118) Off 6/25	"	P & G Life-Beautiful (145)
7:45	Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (146)
8:00	Nat. Biscuit Co. Whiteman Club (227)	Gen. Elec. House Party (161)	Red Hook	P & G Pepper Young (151)
8:15	R. J. Reynolds Co. Whiteman Club	"	Misc. Programs	P & G Right to Hap'ness (150)
8:30	Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (157) R.	Robert Hurleigh S	Sterling Drug Backstage Wife (145)
8:45	Wesson Oil Whiteman Club (180)	"	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
9:00	Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
9:15	"	"	Two-ton Baker S	Sterling Drug V. Widder Brown (144)
9:30	Co-op Dick Tracy	Robert Q. Lewis Show S	Adventure Parade S	Gen Fds When Girl Mar's (77)
9:45	Quaker Oats Co. Terry & Pirates (204)	"	Superman	Gen. Fds. Portia Faces Life (89)
10:00	General Mills Jack Armstrong *	Treasury Bandstands S	Wander Co. Capt Midnight (125)	Whitehall Just Plain Bill (59)
10:15	Derby Foods Sky King *	Miles Lab. Lum 'n Abner (128) R	Ralston Purina Tom Mix (464)	Whitehall Front Page Far'l (58)

SATURDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Speaking of Songs S	Borden County Fair (162)	Dance Orchestra	Ed. Tomlinson News
6:15	"	"	"	Report Europe S
6:30	Fascinating Rhythm S	Toni Co. Give & Take (160) R	"	Music of the Moment S
6:45	"	"	"	"
7:00	Hitching Post S	Columbia Country Journal S	Bands for Bonds	Salute to Veterans S
7:15	"	"	"	"
7:30	Piano Playhouse S	Report From Overseas S	Dance Orchestra	Orchestras of Nation
7:45	"	Adv. in Science S	"	"
8:00	ABC Symphony S	Cross Section USA S	Sports Parade	"
8:15	"	"	"	"
8:30	"	Stan Dougherty Presents S	Horse Races	T B A
8:45	"	"	Charles Slocum	"
9:00	Horse Races Sports Roundup S	Horse Racing S	Dance Orch.	First Piano Quartet S
9:15	"	Joey Kerns' Orchestra S	First Church Christ Scientist (103)	"
9:30	News S Treasury Band Show	Make Way For Youth S	U. S. Tobacco Take A Number	Swanee River Boys S
9:45	"	"	"	J. Morrell & Co. Lassie Show (163)
10:00	Melodies To Remember	Saturday At The Chase S	Shotwell Mfg True or False (464)	Dr. I. Q., Jr. Mars, Inc. (40)
10:15	RR Trainman Dorothy Fuldheim (98)	"	"	"

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE: S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

6:00-6:45 PM, WJZ only, Mon.-Fri. Kelvinator sponsors The Human Side of the News.
7-7:05 PM Mon.-Fri. Kelvinator sponsors The Human Side of the News, 104 stations. 7:00-7:15 PM, Headline Edition, co-op, 52 stations.
8:55-9 PM Sunday, P. Lorillard Co., makers of Old Gold, will sponsor last quarter-hour of Stop the Music over ABC, beginning at a date as yet to be announced.
9-9:30 PM Saturday, Gang Busters sponsored by Procter & Gamble in 62 cities; and offered for co-op sponsorship to rest of network.

CBS

11:00-11:05 AM Eat-Rite, Curtis sponsors W. Broadway News, (168) stations.
4:55-5 PM Bruce & Vine Co-op.
4:55-5:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 66 stations. Off 6/25.
5:55-6 PM Sun. News S.
4:55-5:00 PM Noon.

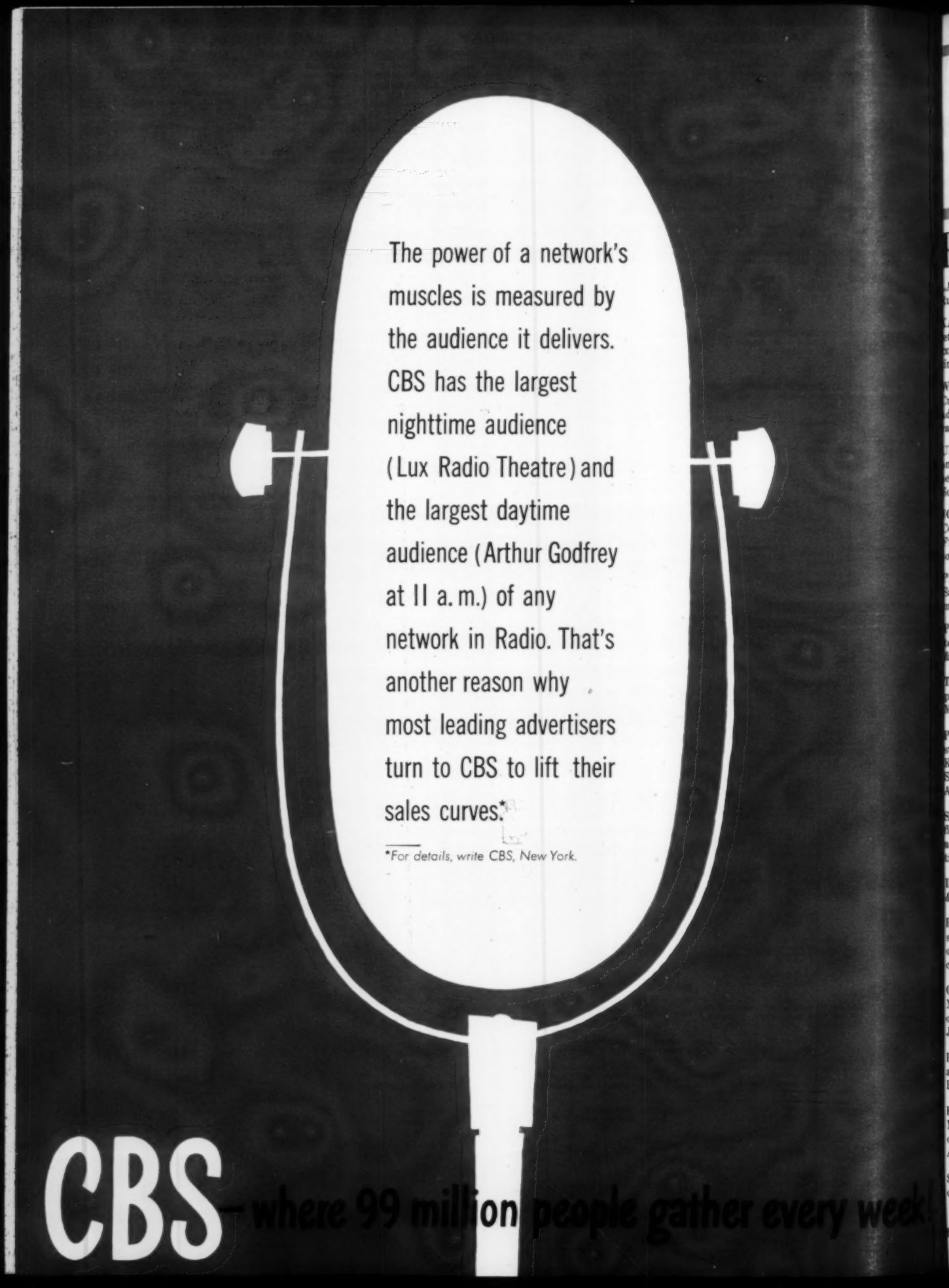
MBS

7:15-7:30 PM Monday through Friday, Appalachian Coals sponsors Alvin Heifer, News.
8:55-9 PM Monday through Friday E. E. Zemler & Barbasol sponsor Billy Rose.

NBC

10:00-10:30 AM Mon., Wed. S. C. Johnson & Son sponsors Waring, Tuesday and Thursday, American Meat Institute sponsors Fred Waring Show. On Friday, 10:00-10:30 AM, Minnesota Valley Canning Co. sponsors Waring Show.
9:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of America on 55 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)—Morton Downey.

BROADCASTING
The Weekly Newsmagazine of Radio
& TELECASTING


The power of a network's muscles is measured by the audience it delivers. CBS has the largest nighttime audience (Lux Radio Theatre) and the largest daytime audience (Arthur Godfrey at 11 a.m.) of any network in Radio. That's another reason why most leading advertisers turn to CBS to lift their sales curves.*
*For details, write CBS, New York.
CBS
where 99 million people gather every week

New Business

PUERTO RICO AGRICULTURAL CO. appoints Cecil & Presbrey Inc., New York, to handle its advertising campaign for El Praco cigars. Radio will be used in selected markets.

LADY ESTHER Ltd., Chicago (cosmetics), appoints Chicago office of Ruthrauff & Ryan to handle its advertising.

KAY BARON CLOTHES Inc. (Clothing manufacturer with retail outlets in eastern cities) appointed Levy Adv., Newark, N. J.; plans to expand use of radio. Firm now has programs and spots on WITH Baltimore, WMAS Springfield, Mass. and WAAT Newark.

WINARICK Inc., New York (Jeris Antiseptic Hair Tonic and Jeris Cream Oil), appoints Harry B. Cohen Adv. Co., New York, to handle advertising. Definite plans have not been set, but market tests in spot radio are contemplated.

UNITED AIRLINES planning five one-minute evening TV spots weekly on KTLA Los Angeles, and two on WBKB Chicago, to publicize new direct service between New York and Los Angeles. Agency: N. W. Ayer & Son, New York.

JOHN R. MARPLE Co., Westfield, N. J., distributor for Hushpuppy Corp. of America (Thompson's Fireside Hushpuppy Mix), appoints French & Preston, New York, as advertising agency. Radio to be used to introduce ready-mix form.

PROCTER & GAMBLE Co., Cincinnati, appointed Dancer-Fitzgerald-Sample, New York, to handle advertising on new product now in developmental stage.

PETROL Corp., Los Angeles (gasoline), started sponsorship of weekly telecasts of wrestling matches over KTLA same city. Agency: McNeill & McCleery, same city, and contract is for 24 weeks.

TONI Co., St. Paul (home permanents), started CBS daytime program *This is Nora Drake*, on CFRB Toronto. Agency: Spitzer & Mills, Toronto.

PEP BOYS, Southern Calif. auto accessories chain, today (May 31) starts five weekly quarter-hour recorded program *Platter Party* on KPMC Bakersfield. Chain also plans spot announcement campaign on Santa Barbara stations in June. Agency: Milton Weinberg Adv., Los Angeles.

SERVE-RITE, New York distributor of No. 50 New Lac (synthetic floor finish), appointed William Warren Agency, New York; will test radio and television in New York area. Current schedule calls for participation on the *Ella Mason Show*, WHN New York.

LEWIS DANCE STUDIOS, New York, appoints Armstrong, Schleifer & Ripin, New York, to handle advertising. Radio will be used.

PEOPLES CREDIT JEWELERS, Toronto (chain stores), June 13 starts Sunday evening *Sunnyside Community Sing-Song*, 8:30-9 p.m. on CFRB Toronto, CHML Hamilton, and CKCO Ottawa. Program continues to Sept. 5. Agency: MacLaren Adv. Co., Toronto.

GENERAL FOODS, New York (Jell-O), through Young & Rubicam, New York, renews *Author Meets the Critics*, Martin Stone package, on WNBT-TV, Sun., 8-8:30 p.m. for another 13 weeks effective in June. Show has been sponsored for past year.

PHILIP MORRIS & Co. Ltd., and **Breyer Ice Cream Co.** start four spots and one spot weekly, respectively, on WCBS-TV New York. Agencies: Biow Co. for Philip Morris, McKee & Albright for Breyer.

HARPER BOAT BUILDING Co., Terminal Island, Calif. (cabin cruisers), May 23 started for 13 weeks one-weekly spot announcement schedule on TV station KTLA Los Angeles. Agency: Ross, Gardner & White Adv., that city.

STUDEBAKER Corp. devoting "larger than usual" share of commercial airtime during forthcoming months to announcements on behalf

(*Continued on page 69*)

WANT TO CUT A TRAIL TO BLAZE (Ky.)?

Tenderfoot or not, you'll do a lot of searching in the tall timber, pardner, if you set out to find the settlement of Blaze, Kentucky. Well, the people of Blaze can't find WAVE, either—not on their radio dials, anyway! We don't *reach* that far!

Our pioneering days are over (as far as AM is concerned) and we *know* what we cover. Right here in one concentrated market—the Louisville Trading Area—there's more business than in the rest of the State put together. And *this* is the section we're really setting on fire!

Give us a try, and you'll decide you want to camp right here. Otherwise, Bud—*don't say we didn't axe you!*

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Telestatus Report

(REPORT 9)

VIDEO SET MANUFACTURERS

NATIONAL Credit Office files show 67 video set manufacturers now in production or ready to begin soon, the company states in a special report on television. After noting the increase in TV set production from 7,000 a month a year ago to more than 30,000 a month at present, the report points out that the future rate will depend on the opening of television stations in cities now without video program service and, accordingly, without purchasers of video receivers.

Noting the 20 commercial stations operating in April, date of the report, the 86 construction permits and the 179 pending applications at that time, NCO states: "300,000 television receivers are in operation, many in public places. Consequently, the audience has not been large enough to attract substantial advertising appropriations. Expenditures are increasing as more receivers are sold. The ability of the public, on the other hand, to absorb the increasing production will depend in some measure on price.

"With millions of dollars in engineering time and laboratory equipment being devoted to engineering improvement and manufacturing simplification, cost economies have and will continue to be effected. Labor savings will be accomplished as production lines roll faster and worker efficiency advances. Substantial engineering and development expenses are being absorbed by a comparatively small unit production. In the future, these expenses will be applied to a larger volume so that each receiver will go on the market carrying a proportionately smaller amount of such expenses."

Hits New Peak

A large percentage of TV set manufacturers have "attained a substantial output," with January 1948 production reaching a peak representing "a rise of 101.6% over the monthly average for 1947," NCO reports. "Production has advanced rapidly since January principally because an increasing percentage of the facilities of established radio manufacturers is being converted to the production of television receivers," says the report.

Of 50 manufacturers submitting financial information, 19 were classified as having net worth of less than $100,000; five between $100,000 and $300,000; two between $300,000 and $500,000; five between $500,000 and $1,000,000; four between $1 million and $5 million; 15 over $5 million. "All those in the net worth classification of under $100,000 are new concerns established for the purpose of manufacturing television receivers exclusively," NCO states. "All those in the net worth classification of over $300,000 are established radio or radio and electronic manufacturers."

Two Failures Noted

NCO, which has specialized in credit and sales information on radio-video manufacturers and wholesalers, notes that already there have been two failures among TV set makers and that "others are now running slow in meeting their obligations." Credit considerations include: The "very much higher" capital requirements than for making radio sets; the manufacturer's "additional burden of installing and servicing sets because the retailer has neither the essential test equipment nor the technical knowledge"; the possibility that an oversupply of sets may develop temporarily or that a manufacturer might be overstocked with a model or type of set not liked by the public; the "particular importance" of a background of successful manufacturing experience in the electronics industry and "of a competent and well-balanced engineering staff"; the obvious advantage held by the established company in having widespread distribution which the newcomer must build for itself.

Telestatus Report 7 [BROADCASTING, May 17] contains a comprehensive breakdown on video receiver production by models, covering 1946, 1947 and the first two months of 1948. Also reflected in the May report are buyer trends in various models. That report contained all available information relative to the models, characteristics, and prices, catalogued according to manufacturers. Pr... tables included the following in... mation: Name of manufactur... model designation, size of pict... types of services offered, num... of tubes, channels and rect... tubes, price and cost of insta... tion. Class ranges included $1... $200, $200-$400, $400-$600, $... $900, $900-$1,500, $1,500-$3,0...

Models listed ranged from ... 19-tube Hallicrafters Co. ... No. T-54 with seven-inch pic... tube, priced at $169.50, to ... $3,000 TV-AM-FM-Phono M... politan console model of Bruns... Division, Radio & TV, Inc. ... its 46 tubes and 36-inch by 48... projected pictures.

Television receiver manufacturers listed by NCO are shown below [telephone numbers are ... in parentheses]:

National Credit Office List of Video Manufacturers

Admiral Corp., 3800 W. Cortland St., Chicago (Spaulding 0100).

Air King Products Co. [Div., Hytron Radio & Electronic Corp.], 170 53rd St., Brooklyn (Gedney 9-5338).

American Television Inc., 5050 N. Broadway, Chicago (Ardmore 9010).

Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, N. Y. (Stillwell 4-5411).

Arcturus Radio & Tel. Corp., Newark, N. J.

Atlas Development Labs., Inc., Jersey City, N. J.

Atomite Electronic & Radio Co. (Kits), Brooklyn, N. Y.

Avco Mfg. Corp., New York.

Bace Television Corp., Hackensack, N. J.

Belmont Radio Corp. [Raytheon sub.], 5921 West Dickens Ave., Chicago (Berkshire 7000).

Bendix Radio [Div., Bendix Aviation Corp.], East Joppa Rd., Baltimore (Tuxedo 4020).

Bond Radio & Television, New York.

Brocinier Electronics, New York.

John M. Cage, Montclair, N. J.

Certified Radio Labs., Brooklyn, N. Y.

Cleervue Television Corp., Brooklyn, N. Y.

Colonial Television Corp. [Sylvania Electric Prod. sub.], Bronx, N. Y.

Columbia Television Div. General Products, Stamford, Conn.

Consolidated Television Corp., 601 W. 26th St., New York (Longacre 3-5000).

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati (Kirby 6600).

DeWald Radio Mfg. Corp., Long Island City, N. Y.

Allen B. DuMont Labs., 2 Main Ave., Passaic, N. J. (Passaic 3-1616).

Duval Radio & Tel. Corp., Jersey City, N. J.

Dynamic Tel. Assoc., 155 Prince St., Brooklyn, N. Y. (Ulster 5-3786).

Electro-Technical Industries (Kits), 1432 N. Broad St., Philadelphia (Poplar 5-3600).

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York (Chelsea 2-1800).

Fada Radio & Electric Co. Inc., Belleville, N. J.

Farnsworth Tel. & Radio Corp., 3700 E. Pontiac St., Fort Wayne, Ind. (Anthony 5301).

Garod Radio Corp., 70 Washington St., Brooklyn (Main 4-6044).

General Electric Co., Electronics Park, Syracuse, N. Y. (Syracuse 6-4411).

General Television and Radio Corp., 107 William St., New York (Whitehall 4-0393).

Hallicrafters Co., 4401 W. Fifth Ave., Chicago (Van Buren 6300).

Hoffman Radio Corp., 3761 S. Hill St., Los Angeles (Prospect 3446).

Industrial Television Inc., 36 Franklin Ave., Nutley, N. J. (Nutley 2-4506).

Jamaica Television Co., Jamaica, N. Y.

Loral Electronics, New York.

Motorola Inc., 4545 Augusta Blvd., Chicago (Spaulding 6500).

Multiple Tel. Manufacturing Co., 987 Hegeman Ave., Brooklyn (Nightingale 9-1520).

Meissner Mfg. Div., Maguire Industries Inc. (Kits), Mt. Carmel, Ill. (Mt. Carmel 733).

Nielsen Television Corp., 11 E. 31st St., New York (Murray Hill 4-1349).

Olympic Radio & Tel. Inc., 34-01 38th Ave., Long Island City, N. Y. (Stillwell 4-6961).

Orthon Corp., Paterson, N. J.

Packard Bell Mfg. Co., 3443 Wilshire Blvd., Los Angeles (Fairfax 2141).

Philco Corp., Tioga and C Sts., Philadelphia (Nebraska 4-5100).

Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y. (Stillwell 4-5455).

Preston Television Co., Bayside, L. I., N. Y.

RCA Victor Div., RCA, Front and Cooper Sts., Camden, N. J. (Camden 4-8000).

Remington Radio Corp., White Plains, N. Y.

Republic Television Inc. (Kits), Dumont, N. J.

Scott Radio Labs. Inc., 4541 N. Ravenswood Ave., Chicago (Long Beach 5172).

Sightmaster Corp., New York.

Sonora Radio & Tel. Corp., 325 W. Hoyne Ave., Chicago (Chesapeake 2323).

Sports-View Tel. Co., 540 Bushwick Ave., Brooklyn (Evergreen 7-2294).

Stewart-Warner Corp., 1826 Diversey Parkway, Chicago (Lakeview 6000).

Stromberg-Carlson Co., 100 Carlson Road, Rochester, N. Y. (Culver 0260).

Tech Master Products, New York.

Telectro Corp., Brooklyn.

Tele-Tone Radio Corp., 609 W. 51st St., New York (Circle 6-4325).

Television Dev. Labs. Inc. (Sets & Kits), New York.

Television Industries, Brooklyn.

Telicor Corp., New York.

Templetone Radio Mfg. Corp., 182 Garfield Ave., New London, Conn. (New London 5346).

Transvision Inc. (Kits) Lectrovision Inc., New Rochelle, N. Y.

U. S. Television Mfg. Corp., 3 W. 61st St., New York (Circle 6-4255).

Universal Television Inc., Brooklyn.

Westinghouse Electric Corp. Home Radio Div., 1354 Susquehanna Ave., Sunbury, Pa. (Sunbury 2520).

Westminster Television Inc., New York.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Here's a Television Picture You Can't Afford to Miss!

Consistently reliable reception (500 uv/m) range of WMAR-TV. Estimated potential audience is in excess of 100,000.

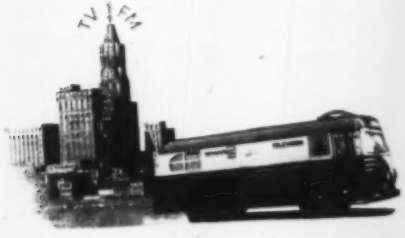
When WMAR-TV went on the air in October, 1947, the best estimates of sets in use was from 600 to 800. On May 1, 1948, a survey proved at least 10,273 sets in the Baltimore area. And additional television sets are being installed at the rate of 125 a day, or roughly 3,000 a month!

Moreover, thousands of sets installed and serviced from Washington, D.C., are well within the 500 uv/m "reliable reception" area of WMAR-TV.

Full-Length Features for Top Appeal

Beginning June 4, WMAR-TV will telecast 24 of the finest films ever produced by Sir Alexander Korda. These star-studded full-length features include "Rembrandt," "Henry VIII," "The Ghost Goes West," "Catherine the Great," "Elephant Boy," "The Man Who Could Work Miracles," "The Scarlet Pimpernel," "The Thief of Bagdad," and 16 other equally famous films.

Such quality programming, never before available to television audiences, is another reason why WMAR-TV is the best buy in television!

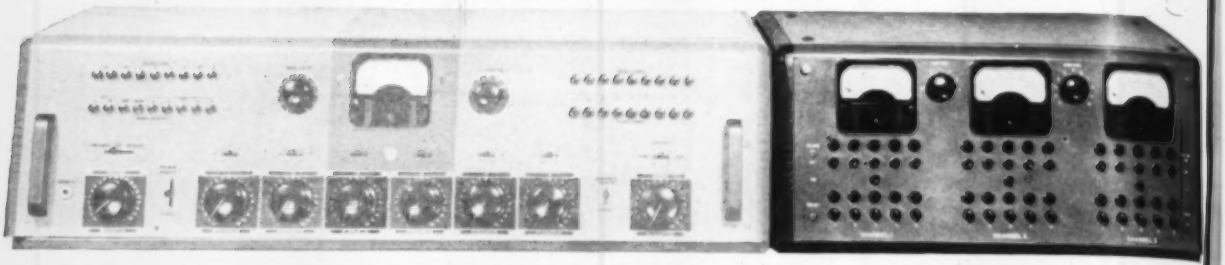


Represented by

THE KATZ AGENCY, Inc.

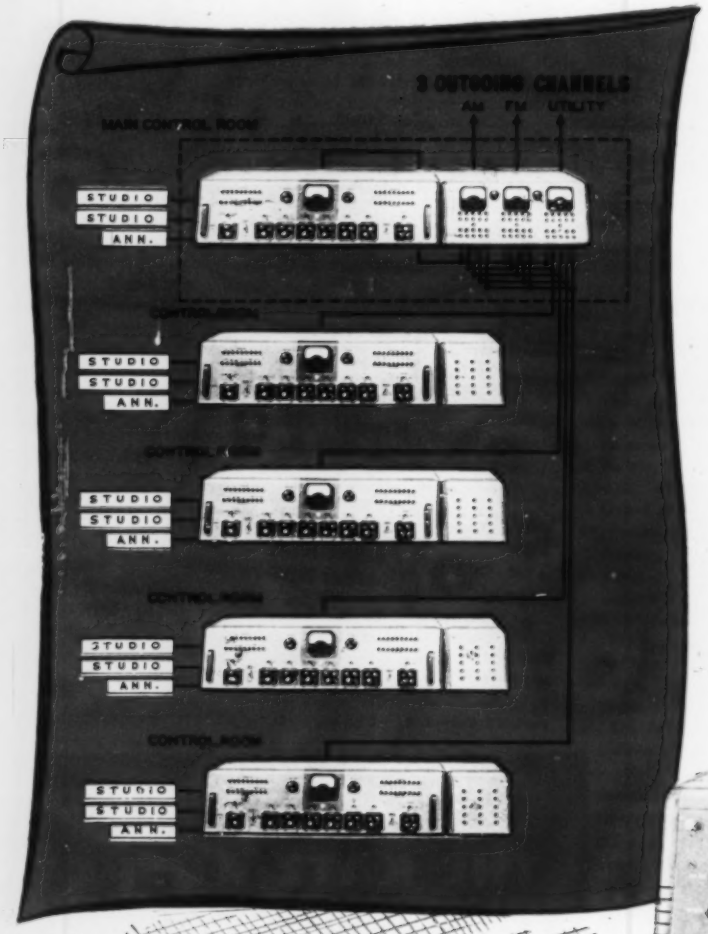
500 FIFTH AVE. • NEW YORK 18

Simple switching for your



RCA 76-B5 Consolette

Type BCS-1A
Master Switching Unit



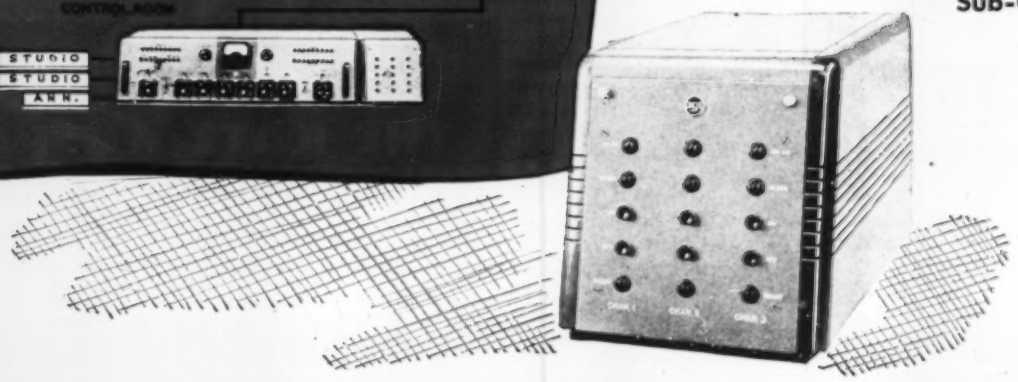
Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B5 Consolette), and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give accurate picture of "On Air," "In Use," "Ready," and "On-Off" conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.

Type BCS-1A Studio
Sub-Control



AM-FM Programming

RCA consolette switching systems co-ordinate all studio-station functions

• Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

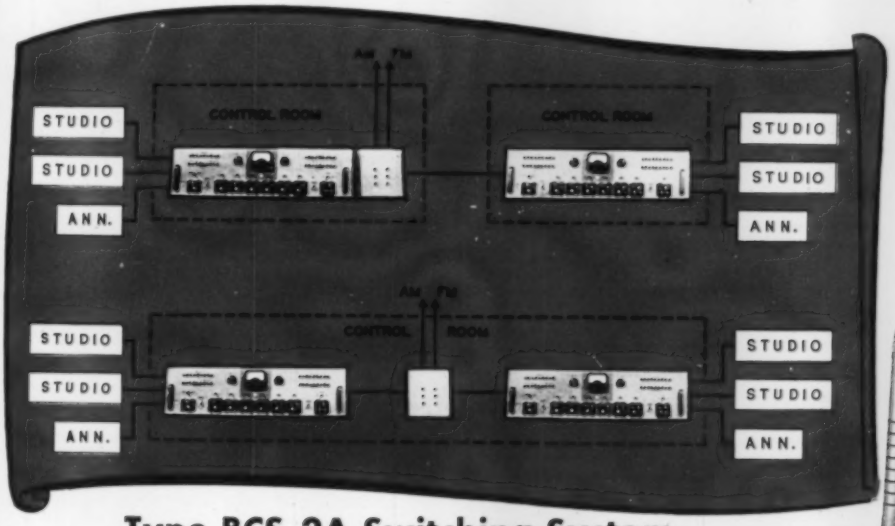
The two Switching Consoles shown, in connection with standard RCA Consolettes of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station . . . switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B5 Consolettes, program material from as many as four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

• • •

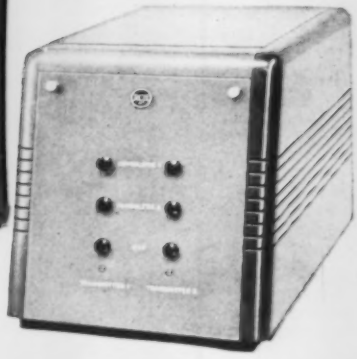
Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-EB, Radio Corporation of America, Camden, N. J.



Type BCS-2A Switching System

Two studio inputs may be switched independently to either of two outgoing lines. Mechanical interlocking prevents feeding two inputs to the same line. This system handles up to four studios and two announce booths. Two examples of the layouts possible are shown above.

Studio Switching Console for Small Studios



BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Radiorama

NEWSCASTERS chat with sponsors of NBC's Sunoco "Three-Star Extra" after a broadcast from Sunoco Bowling Banquet in Philadelphia. L to r: Ned Brooks; Ray Henle; J. N. Pew Jr., chairman of board, Sun Oil Co.; Felix Morley; Robert G. Dunlop, Sun Oil president.

PLANNING special program heard over NBC May 23, marking centenary of AP are Alan J. Gould (l), AP executive editor, and William F. Brooks, NBC vice president in charge of news, special events and international relations.

SPEAKERS on the dedicatory pr and formal opening of WBEN-TV included Edward H. Butler (l), president and editor and publish "Buffalo Evening News," and Strotz, NBC TV administrative vice dent.

ADVERTISING Council's support of Student Nurse Recruitment program is rewarded with a plaque from American Hospital Assn. At presentation (l to r) George Bugbee, executive director, AHA; Graham Davis, AHA president; Charles G. Mortimer Jr., chairman of Ad Council; Anson C. Lowitz, vice president, J. Walter Thompson Co., volunteer agency; T. S. Repplier, Ad Council president.

DETROIT'S Mayor Eugene I. Van Antwerp turns first shovelful of earth for new TV transmitter of Detroit Broadcasting Co. Helpers (l to r) Ralph G. Elvin, general manager of WJBK; Joyce Chapman, WJBK; George M. Millar, WJBK commercial mgr.

WHEN Hotelman Ernest Byfield (r), president of Chicago's Hotels Sherman Ambassadors East and West agreed to 52-week contract with WGNB (FM) Ch Marion Claire, station director, was right on hand at the big momen

TV WILL sell TV with sponsorship of "Television Newsreel" on WFIL-TV Philadelphia by Allen B. DuMont Labs. Negotiating contract are (l to r) Douglas Day, Buchanan Co.; Norman M. Markwell, DuMont; Kenneth W. Stowman, WFIL-TV.

COMBING out new ideas from the beard of Fred Stoye, sales manager of the new KLAS Las Vegas, Nev., are Dick Goebel (l), general manager; and Barney Fitzpatrick, program director.

DISCUSSING Lowell Thomas-Arthur Godfrey May 31 presentation of radios to veterans hospitals are Pat B. Withrow (l), national director, Veterans Hospital Program, and CBS V.P. Howard S. Meighan.

HERB ROGERS (l), Ranch-Way Feeds, sponsor "Mile-High Farmer," on KOA Denver introduc Peach, featured on program. Wishing him w Clarence Moore, program director (second fro right); and Paul Visser (r), m. c.

N. C. MacDONALD, (r), sales manager of Crosley Distributing Corp., explains firm's latest receiver to (l to r) R. C. Cosgrove, Avco v. p.; Victor Emanuel, Avco board chairman; and Bert Cole, v. p. and general manager of Crosley.

Who's TV now?...

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today . . . ground floor chance to get close to the upper clawsses—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but It!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloo—well, public places—left 31,755 in homes . . . of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups . . . upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

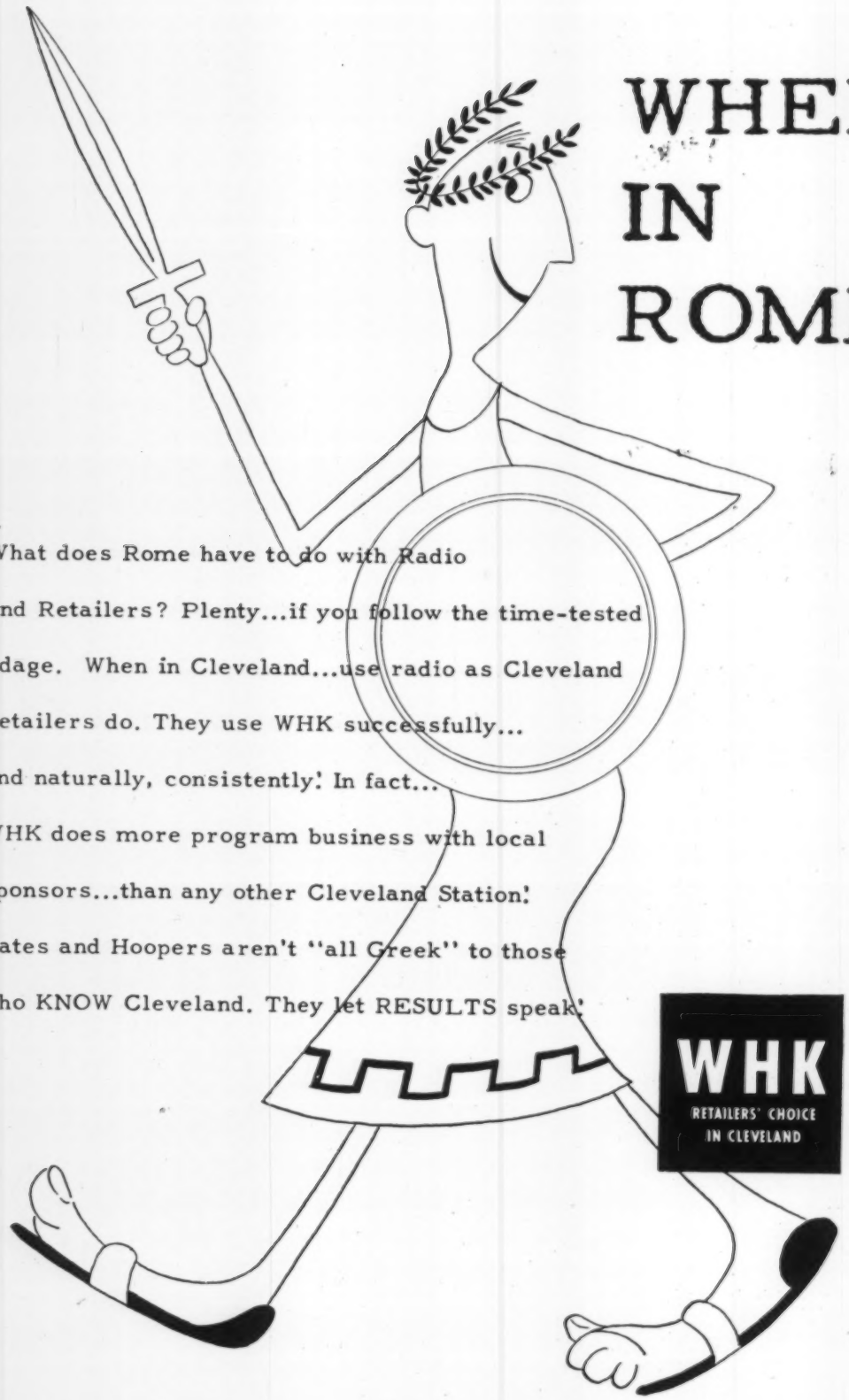
Park Avenue is poor pickings . . . compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth! . . . Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment . . . offers advertisers the opportunity to grow with a growing market and medium . . . Time rates and programs on request.

WPIX • THE NEWS Television Station
220 East 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX
NEW YORK CITY • CHANNEL 11
STARTS **JUNE 15**


WHEN
IN
ROME..
What does Rome have to do with Radio
and Retailers? Plenty...if you follow the time-tested
adage. When in Cleveland...use radio as Cleveland
retailers do. They use WHK successfully...
and naturally, consistently! In fact...
WHK does more program business with local
sponsors...than any other Cleveland Station!
Rates and Hoopers aren't "all Greek" to those
who KNOW Cleveland. They let RESULTS speak!
WHK
RETAILERS' CHOICE
IN CLEVELAND

BROADCASTING
TELECASTING

Vol. 34, No. 22 WASHINGTON, D. C., MAY 31, 1948 $7.00 A YEAR—25c A COPY

HENNOCK TO FCC

Senate Committee Seen Favorable

(See "Our Respects To . . ." and editorial, page 44)

FOR THE first time in 21 years of radio regulatory history a woman—Miss Frieda B. Hennock—will grace the FCC bench beginning next July, irrespective of whether the Senate sees fit to confirm President Truman's nomination of the New York lawyer and Democratic party worker.

The Senate Interstate Commerce Committee, to which the nomination automatically was referred, will consider Miss Hennock's qualifications at its regularly scheduled meeting this Thursday or next, after it receives a report from the three-man subcommittee named last week. Unless the Republican leadership, with the scent of victory in the national elections this November in its nostrils, decrees that the important FCC post (along with others in government) shall not be filled, it is expected a favorable report will issue.

Should the committee, along strict party lines, decide to withhold approval, thereby allowing the nomination to lapse with anticipated adjournment June 19, it is a virtual certainty that President Truman promptly will give Miss Hennock a recess appointment. This would give her full privileges and compensation until the new Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be entailed for the full seven-year term.

But the most likely action, in the view of seasoned observers here, is that the Senate committee will report Miss Hennock favorably, with the Senate promptly following suit. There are many reasons auguring for favorable action, it was pointed out, even though the assignment involves the balance of political power on the Commission.

Anxious to Serve

Miss Hennock, in her forties, is anxious to assume the Commissionership, despite the deep cut in income. Her income, according to friends, is several times the $10,000 FCC annual stipend.

Miss Hennock, it was learned authoritatively, conferred a fortnight ago with FCC Chairman Wayne Coy about Commission activities. That, however, was before the President finally had made up his mind on the nomination, submitted to the Senate last Monday, May 24.

Confirmation machinery was set in motion last Thursday by the Senate Committee. Chairman Wallace H. White Jr. (R-Me.) designated a subcommittee comprising Sens. Brewster, Maine, chairman, Capehart of Indiana, Republicans; and Johnson of Colorado, Democrat. All three have been active in radio matters.

Miss HENNOCK

Chairman Brewster asked committee staff members to prepare data on the nominee, which will be considered by the subcommittee preparatory to the customary hearing. It is presumed that action will be forthcoming some time this week. Since the vacancy does not occur until Comr. Clifford J. Durr completes his tenure June 30, there appeared to be no reason to expedite consideration, it was pointed out.

An active party worker in New York City and State Democratic circles, Miss Hennock has been particularly effective as a campaign fund raiser. She was most active in the O'Dwyer mayoralty campaign of two years ago and also figured prominently in party activities in the fourth-term Roosevelt campaign.

Appointment a Surprise

The appointment came as a distinct surprise to everyone with the possible exception of Mr. Coy and those who endorsed her appointment. Among the latter, it is understood, were Paul Fitzpatrick, New York State Democratic chairman; Edward J. Flynn, New York City party leader; Mrs. India Edwards, director of the women's division of the Democratic National Committee, and Mayor O'Dwyer. Unconfirmed was the report that Mrs. Eleanor Roosevelt rallied to her support.

Friends and associates of Miss Hennock describe her as a "middle of the roader" insofar as regulatory concepts are concerned. Asso-

(Continued on page 55)

TV UPSTAIRS

RCA Plans Experimental Station

PLANS for a Washington experimental television station operating just above 500 mc and duplicating commercial low-band television programs were revealed by RCA last Friday.

RCA's announcement that it hoped to put the station into operation by Sept. 1 raised in the minds of observers the possibility that FCC might postpone its Sept. 20 ultra-high-frequency television hearing to permit the accumulation and analysis of data in the experimental operation.

The station would operate on 504-510 mc—at the lower end of the experimental 475-890 mc band, whose characteristics and potentialities for immediate commercial use are the subject of the Sept. 20 hearing [BROADCASTING, May 10].

RCA's plans call for duplication of the programs of WNBW Washington, RCA-NBC commercial TV station, and for the distribution of "simple converters" to "engineers and other observers" to permit comparison of the 510-mc transmissions with those of WNBW, which operates on 66-72 mc (Channel 4). It was understood about 100 of these converters would be distributed.

The station will be the first in the ultra-high-frequency range to carry the programs of a commercial station regularly.

Dr. C. B. Jolliffe, vice president in charge of RCA Labs, announced plans for the station simultaneously with the filing of the application with FCC on Friday.

He said the necessary transmitting equipment has been completed and installation will begin as soon as FCC authorizes construction.

"Results of the tests," Dr. Jolliffe declared, "should provide further information on the problems involved in the development of television on frequencies above 500 mc, and if successful will be a major contribution to the expansion of this service to the public."

He said the projected Washington experiment is a continuation of a long-range RCA program, which has included tests on 288, 500, and 910 mc.

Power up to 25 kw

The transmitter to be used will produce an effective radiated power up to 25 kw, permitting for the first time, company spokesman said, field-strength surveys of a 500-mc broadcast service "under all conditions of urban, suburban and rural areas and over all kinds of terrain."

The station will be installed at the Wardman Park Hotel, location of WNBW.

It was emphasized that if expansion into the UHF region is found to be practicable, "a simple and inexpensive adapter can be provided for present television sets." This had been stressed by Dr. Jolliffe and other RCA-NBC witnesses in the hearings before the Senate Interstate Commerce Committee, when Acting Chairman Charles W. Tobey Jr. questioned whether present sets would not be obsoleted by a move to video's upstairs band [BROADCASTING, April 12, May 17].

In addition to the high-band activities of RCA and of CBS, which

(Continued on page 54)

DIRECTIONAL TV

CBS, 'Post' Seek Channel 12

USE of a directional antenna, one of few thus far on the books in television, is envisioned by CBS and the *Washington Post* in their joint effort to secure a Washington video grant on Channel 12, it was revealed Friday.

Petitioning FCC to allocate Channel 12 to Washington from Fredericksburg, Va., they said their formal application will outline plans for directionalized operation to protect stations on Channels 11 and 13 at Baltimore, some 35 miles away.

Their petition, filed by Philip G. Loucks, Washington radio attorney, disclosed that the new corporation formed with the *Post*'s purchase of 55% of CBS' WTOP Washington [BROADCASTING, May 24], will be known as WTOP Inc. The television application will be filed in that name.

The proposed one-tower directional antenna was designed and tested in model form by Andrew Alford of New York, antenna consultant, according to Stuart L. Bailey, Washington consulting radio engineer, who said he had examined it "and believes the design to be practical."

In an affidavit accompanying the petition for transfer of Channel 12, Mr. Bailey also said that Channel 2 could be substituted for No. 12 at Fredericksburg on a community basis. The petition asked FCC to make these changes in connection with its June 14 hearing on requested revisions in the proposed new nationwide television allocations table [BROADCASTING, May 10].

Would Protect Baltimore

Use of the proposed directional antenna, it was pointed out, will protect the 5000 microvolt per meter contours of Baltimore stations on Channels 11 and 13 (WBAL-TV and WAAM, respectively). With respect to the substitution of Channel 2 on a community basis at Fredericksburg, the petition noted that the nearest station on that channel is at Baltimore (WMAR-TV), 82 miles distant, but said that neither station would be expected to receive interference from the other within the 5000 microvolt contour.

Although FCC has never encouraged the use of directional antennas in television, the Commission's rules and standards permit their use. FCC authorities said they knew of only two instances to date in which such operations have been planned. The grant to KPRO Riverside, Calif. for a television station on Channel 1—which has since been deleted—was conditioned on the limitation of radiation toward Ventura. Further, it was pointed out, WTAM-NBC's Cleveland video operation encompasses the use of a Figure 8 pattern.

Meanwhile, the WTOP Inc. television application, and also the forms requesting FCC approval of the *Post*'s purchase of control of WTOP, are expected to be filed shortly, perhaps this week. Also in the process of preparation is the application for consent to Columbia's acquisition of full ownership of KQW San Francisco at a reported price of $425,000 [BROADCASTING, May 24].

Although plans for operation of WTOP under *Post* control have not been completed, it was known that the station would be under the direction of John S. Hayes, now general manager of the *Post*'s WINX and WINX-FM Washington. Maurice B. Mitchell, present WTOP general manager, is expected to get another post with the network. While final details of the *Post*-WTOP transaction have not been worked out, the sales price was understood to be around $900,000.

NBC 'Discussing' Possible KOA Sale

Lack of Denver Video Channel Chief Factor in Proposal

THE IMPORTANCE with which NBC views the future development of radio was seen last week in reports that the network had been in discussion with at least two parties looking toward the sale of KOA, its owned and operated station in Denver, where it cannot build a television outlet.

The *Denver Post* and the Fox Intermountain Circuit have talked with NBC regarding acquisition of KOA, it was learned in New York. The discussions were described as being in no more than preliminary stages.

It was known that at least one of the two Denver interests had approached NBC with a request for television affiliation; the network, feeling that to award a video network arrangement to another organization in Denver would eventually force NBC into a competitive situation between its sound broadcasting and video operations there, countered with offers to sell KOA.

FCC limitations on network ownership of television stations prohibit NBC from expanding into Denver, since its allocations are complete.

Although the price which NBC had set on KOA was not known, it was understood that at least one of the two prospective buyers had characterized it as high. The negotiations were said to hinge primarily on this issue.

Brewery Names Kastor

PETER FOX Brewing Co. of Illinois has appointed H. W. Kastor & Sons Advertising Co., Chicago, to handle its advertising, effective June 1, it was disclosed last week by Kenneth Fox, advertising manager. Earlier John W. Shaw Inc., Chicago, announced it had resigned the account because of "differences of opinion on matters of policy, which appeared insoluble," according to Mr. Shaw, agency president. Brewing firm uses approximately $75,000 worth of spot radio.

KLAC, KYA

Sale to Warner Seems Certain

WARNER BROTHERS, moving picture producers and owners of KFWB Los Angeles, were reported last week to have completed arrangements for the purchase of KLAC Los Angeles and KYA San Francisco from Mrs. Dorothy Thackery for approximately $1,000,000 [BROADCASTING, May 3].

Inclusion of KLAC's television grant for Channel 13 in the transaction is expected to touch off protests from several rivals who reportedly plan to put up a fight for the frequency. W. L. Gleeson's KPRO Riverside, which had a grant for Channel 1 before it was deleted, already has asked FCC for Channel 13, and KFAC Los Angeles and Ed Pauley, oilman who is now seeking an entry into television, are understood to be contemplating a similar move.

They are expected to argue that a television permit should not be transferred, particularly if any element of "consideration" is involved. FCC authorities concede the whole question is "interesting."

Representatives of both Warner Brothers and the Thackrey interests declined comment on reports that the KLAC-KYA transaction had been agreed upon. But Harry Warner, president of the motion picture firm, in recent informal conferences with FCC and other officials in Washington treated the subject as though terms had been reached.

The transaction will be subject to FCC approval. Under the Commission's duopoly ban, Warners would be required to dispose of either KFWB (980 kc, 5 kw) or KLAC (570 kc, 5 kw day, 1 kw night), and is understood to have decided tentatively on selling the latter. KYA is on 1260 kc with 5 kw day and 1 kw night. Neither of the three outlets is affiliated with a network.

Representatives of the Pauley interests have conceded that they are watching Los Angeles Channel 13 developments but refused to commit themselves to file for it.

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FCC Receives Bids For 7 TV Channels

Used Car Dealer Is Applicant For Station in San Diego

APPLICATIONS for seven commercial television stations filed last week with FCC. Six the applicants presently have operations.

Radio Service Corp. of U licensee of KSL Salt Lake C seeks Channel 5 (76-82 mc) in city while Leland Holzer, W Coast used car dealer, presently video applicant at San Francis seeks Channel 10 (192-198 mc) San Diego.

KARM Fresno and KROY Sacramento, Calif., associated in ership, request Channel 7 (17 180 mc) and Channel 3 (60-66 respectively.

Matta Broadcasting Co., licens of WLOA Braddock, Pa., se Channel 10 in Pittsburgh asks to be joined in the cons dated hearing to begin there J 14. Tri-City Telecasters Inc., to identified in operation with WH Allentown, Pa., requests Chan 8 (180-186 mc) and asks to consolidated with the other pe ing applicants in the June 16 hearing on the Allentown-Bet hem-Easton area.

New applicants and facil they request include the follow

Allentown, Pa.—Tri-City Telecas Inc., Channel 8 (180-186 mc), 0.7 kw v ual, 0.5 kw aural, antenna height abo average terrain 626 ft. Initial cost $12 165, first year operating cost $60,0 revenue unknown. Ownership: John Willenbecher, certified public accoun ant, president-treasurer and 50.1 owner; Lewis and Cora G. Windmill 74% owner WHOL Allentown, exec tive vice president-general manager a assistant secretary respectively jointly 15.56% owner; Charles G. Ro wig, attorney, secretary 7.78%; Her K. Bauman, Allentown postmaste 7.78%; Edmund H. Scholl, owner E. Scholl Co., wholesale variety mercha dise, 7.78%; Carl H. and Marguerita Butman, 1.95%. Messrs. Helwig, Baum and Scholl each own 2.9% of WHO and Mr. Butman, Washington tra consultant, and his wife jointly ow 5.7% of WHOL. Proposed TV station an WHOL will have joint administrativ personnel and will share some opera tion personnel.

Fresno Calif.—KARM, The Geor Harm Station, Channel 7 (174-180 mc 20 kw visual, 10 kw aural, antenna 350 f Initial cost $159,600, first year cost $100,000, revenue unknown. Harry

(Continued on page 64)

'VOICE' PROBE

Congress, White House Look Into Charges

By JOE SITRICK

THREE SEPARATE investigations of the "Voice of America" were underway at the weekend, with White House, Senate and House groups looking into charges that the history and customs of several states were described in an "insulting" fashion during Spanish-language programs beamed at South America.

Hearing was held Friday before the House Executive Expenditures Subcommittee (see story page 4).

The White House acted Thursday when President Truman called for all the facts in the situation, which had official Washington in an uproar. The President told a news conference he wanted to find out who was responsible.

A full dress investigation was planned by the Senate Foreign Relations Committee following revelation by Sen. Homer Capehart (R-Ind.) on Wednesday that program material in the State Dept. series, prepared by NBC, was insulting to the U. S.

The Foreign Relations Committee was assigned to conduct the investigation after a floor fight in which Sen. Wallace H. White (R-Me.) contended his Interstate Commerce Committee should handle the matter and the Executive Expenditures Committee headed by Sen. George D. Aiken (R-Vt.) claimed authority. Sen. Arthur Vandenberg (R-Mich.), presiding, first assigned it to the expenditures group but was over-ruled by the Senate and gave it to Foreign Relations.

Investigation Reported

It was reported, however, that Subcommittee Chairman Homer Ferguson (R-Mich.) of the Expenditures Committee, already has an investigation underway and has proceeded to call witnesses.

The broadcasts drew fire in the House, too, where Chairman J. Edgar Chenoweth (R-Col.) said his group would begin immediate public hearings.

Rep. Donald L. Jackson (R-Calif.) implied that Congress was partly to blame too. He explained that through its power of appropriation, it has restricted the number of personnel the State Dept. can employ and at the same time insisted that the programs be carried out through private sources.

The controversial scripts were prepared for the State Dept. by NBC last February. The network blamed two of its employes and said they had already been dismissed from their posts.

But a group of angry Senators insisted that the State Dept. was responsible for supervising the programs and wanted to know why the "slanderous" passages hadn't been caught and deleted before they were put on the air. Some even threatened to cut the Department's appropriation unless the situation was corrected.

Sen. Tom Connally (D-Tex.) declared the "whole matter is saturated with malice aforethought," and called those responsible for the scripts "traitors to their country and to the cause which they are supposed to represent." He added that in addition to State Dept. officials, NBC should be called to explain.

Sen. Alben Barkley recalled that during previous hearings on the matter the question arose as to the extent of supervision which should be exercised by the State Dept. over the broadcasting companies. The companies, he said, "objected to State Dept. supervision on the ground that they would not be free agents to send out over their systems this information as they themselves prepared it."

Allen Defended

It was pointed out that George Allen, Assistant Secretary of State for Public Affairs, took office after the incident in question and Sen. Leverett Saltonstall (R-Mass.) felt that "he (Allen) will prevent anything of that kind being continued in the future."

Sen. Carl Hatch (D-N. M.) said the broadcasts "cannot be too severely condemned" and felt that perhaps it was a mistake for Congress to insist that private agencies handle some of the broadcasts.

Sen. Homer Ferguson (R-Mich.) said the time had come when "Congress must supervise these broadcasts." He suggested "revoking" the appropriation "until we know that every word is supervised by responsible persons in the State Dept."

Sen. H. Alexander Smith (R-N. J.) agreed that the Department must have "an adequate staff so that every word can be supervised before it is released."

Sen. Elbert D. Thomas (D-Utah) said he was "wondering very seriously how a great organization such as NBC could take money from the Government of the United States for what it has given out to the world about the country which sustains it, and about the people who pay good money to keep that great corporation alive."

He said the "Voice of America" has "suffered tremendously" from this "accidental issuing of a contract to what has been considered to be a great and responsible concern." Yet that concern states as "an answer and an excuse," he added, that Congress insisted that the going facilities of the country be used.

Sen. Millard E. Tydings (D-Md.) said he would be "very much interested" in knowing who prepared the scripts as "it looks like a calculated attempt to portray the U. S. in the most degrading way that radio technique would permit."

Sen. Capehart interjected that he had a copy of a letter from one of the authors of the scripts but he was not able to make it public at this time. He revealed, however, that the writer claims to have been "forced to write this sort of thing."

The State Dept., meanwhile, "welcomed any investigation" of "Voice of America" broadcasts. In a letter to Sen. H. Alexander Smith (R-N. J.), Assistant Secretary Allen outlined the Department's position.

Mr. Allen said he welcomed the probe "so that all concerned will have a clear understanding of the intent of Congress." He said the programs in question were "as disappointing to me as I am certain they are to the National Broadcasting Co."

He revealed that new contracts were being negotiated to give the Department closer supervision over this type of broadcast. He said the Department was doing its utmost "to avoid if humanly possible any repetition of this sort of thing." He added that this type of broadcast had been left almost entirely to private companies.

Translations Asked

In making its last appropriation for the "Voice" Congress insisted that certain programs be farmed out to the major networks. It was pointed out by State Dept. officials that the Department made every effort to get translations before the programs were broadcast, but that NBC refused on the ground that the contract fee was not sufficient for this extra service.

Because of this, the officials said, many broadcasts went to Latin America under Department directives but without prior supervision by the Department.

The Department did get wind of one series last fall—supposedly based on John Gunther's *Inside*

(*Continued on page 56*)

SELLING GUIDE

Markets Analyzed in New Study

[*See chart, page 64*]

A VALUABLE and detailed advertising, selling and promotional guide containing economic data through 1946 in local, regional and state markets was released today by the Dept. of Commerce.

The major section of the 100-page study, entitled "State, Regional and Local Market Indicators 1939-46," comprises 50 tables, arranged under eight heads: Population, employment, national income, production, finance, retail sales, agriculture and miscellaneous.

H. B. McCoy, director of the Office of Domestic Commerce, indicated that "specific uses for these state and regional data will arise in connection with analyses of geographic shifts in economic activity, and in the distribution or redistribution of selling, advertising and promotional efforts."

Market factors are converted, in the tables, to percentages reflecting state and regional shares of national totals to simplify computation of sales potentials and sales quotas in given geographic areas.

Statistics revealed that five New York boroughs with an estimated population of 7,454,600 (Jan. 1, 1947 figures) or almost 5½% of the national population, had the highest effective 1946 buying income. The year's effective buying income for the boroughs was revealed as $10,115,143,000 or more than 7% of the national buying income, for its 2,089,600 families (Jan. 1, 1947 estimate). Buying income per family in the boroughs was given as $4,744. The boroughs were reported as having done almost 6% or $4,635,355,000 worth of retail trade during 1946.

Cook County (Chicago) with its population of 4,225,700, or approximately 3% of the nation, was rated second in effective buying income with $5,806,534,000, or slightly more than 4% of the national total. A dollars per family figure of $4,832 was rung up during the year by Cook County. The Chicago area's share of the nation's retail trade was $3,925,336,000.

Essex County (Newark, N. J.), with its 858,600 population, had a $6,834 per family buying income —the highest in the nation.

Factors given attention in other tables on states and regions include number of births and marriages; nonagricultural, agricultural and manufacturing employment; individual incomes, per capita income payments, wages and salaries, distribution percentages by product category, lumber and mineral production, construction activity, savings bond sales, bank deposits and debits, tax collections, life insurance sales, loans, automobile and truck registration, number of telephones and electric customers, department and drug store sales and trends, and data on farm products.

Other sections of the study list references to county and local

(*Continued on page 64*)

CENSUS

Hopes Dim for Radio Count

By J. FRANK BEATTY

DEMAND from Capitol Hill for inclusion of a radio set question in the 1950 decennial census was supported last week by nearly a hundred letters and petitions from business groups.

As the move to insure a radio count assumed important national stature, the U. S. Census Bureau indicated outwardly that it was not overly impressed by the letters that have started to pour into the office. Director J. C. Capt sent each writer, including Congressmen and Senators, a chilly reply in which no hope was offered petitioners.

Since much of the bureau's reluctance to include a radio item in the census is due to fear of Congressional budget cutting, the demonstration of interest by legislators may soon soften the resistance of census officials.

Right now the bureau is having budget trouble in Congress, with a bill authorizing a special housing study in connection with the 1950 census apparently stalled in the House Committee on Post Offices and Civil Service. It is known that cost of the 1950 census may exceed $100,000,000, over twice the cost of the 1940 count.

Last week alone four Senators asked the bureau to include a radio question in the 1950 project. They were Senators John S. Cooper (R-Ky.), Irving M. Ives (R-N.Y.), Burnet R. Maybank (D-S. C.) and Claude Pepper (D-Fla.).

Representatives who called on the bureau last week to include radio were Noble J. Gregory (D-Ky.), Leonard W. Hall (R-N. Y.), John M. Vorys (R-Ohio), Daniel A. Reed (R-N. Y.).

ANA Petitions

The powerful Assn. of National Advertisers got behind the move last week when President Paul West requested a set question in 1950. Individual advertisers who made similar requests last week included John H. Platt, vice president of Kraft Foods; M. W. Ramsey, radio director of Procter & Gamble Co.; H. D. Wolfe, director, Market Research Dept., Colgate-Palmolive-Peet; Donald B. Douglas, vice president, Quaker Oats Co. Sherman D. Gregory, Advertising Dept., Campbell Soup Co.; R. P. Olmstead, advertising manager, Kellogg Co.; Stanley I. Clark, vice president, Sterling Drug Inc.

Besides its budget troubles, the bureau is reluctant to take a radio count because of an adverse recommendation from the Census Advisory Committee of the American Marketing Assn. This committee will meet again in Washington June 15-16. It reviews Census Bureau problems on an advisory basis. Committee chairman is Gordon Hughes, director of marketing research, General Mills. Active in all committee affairs because of his former service as Assistant Director of the Census is Dr. Vergil Reed, of J. Walter Thompson Co., New York.

Dr. Reed takes the position that since nearly everyone has a radio, why bother taking a count. On the other hand, media buyers, advertisers and many other industry groups contend many areas are far from radio-saturated; that television will be a vital marketing factor in 1950 and the census should reflect its influence; that radio set figures have a benchmark value permanently useful to all advertising and distribution industries.

Writing as a member of the Committee on Armed Services Sen. Maybank "strongly" urged that the radio set question not only be retained but that subquestions be added covering AM, FM, TV and urban-rural location.

Would Include All Radio

Sen. Maybank told Director Capt the broadcasting industry has grown more since 1940 than during all the previous years of its existence, with the number of television sets having more than doubled in the last four months. Vital trends are developing due to the increasing production of sets and availability of FM and television programs, he said, adding that these trends should be followed by every possible means.

A resolution of the North Carolina Assn. of Broadcasters, adopted May 19, points to definite need for an up-to-date radio set ownership figure and suggests a census of AM, FM, TV and facsimile "would serve a useful purpose both to the broadcasting industry generally and to the public as a whole."

NAB, BMB, FM Assn. and ma

(Continued on page 61)

AAW Convention Featuring Video

Sacramento Meeting Scheduled For June 13-17

TELEVISION will play an important part at 45th convention of Advertising Assn. of the West to be held June 13-17, in Sacramento.

Entire June 17 session will be devoted to discussion of "Television as an Advertising Medium" by a six-man panel made up of representatives from various phases of television.

Speakers will be Klaus Landsberg, general manager, KTLA Hollywood and West Coast television director of Paramount; Charles (Bud) Barry, vice president in charge of programs and television, ABC, New York; Haines Finnell, advertising manager, Union Oil Co., Los Angeles; Don McNamara, director of television, Telefilm Inc., Los Angeles; Harry McMahon, president, Five Star Productions, Los Angeles; Arnold McGuire, Foote, Cone & Belding, Los Angeles, television director. Mal Boyd, head of Mal Boyd & Assoc., Hollywood, is panel chairman.

A discussion of "What's Ahead For Radio" will be a feature of June 15 sessions. Martha Gatson, account executive, KFOX Long Beach, Calif., will conduct panel on subject. Main speaker has not yet been announced.

Other Speakers

Representatives from other media who will speak at the five-day meeting include Charles H. Ferguson, West Coast manager and vice president in charge of BBDO, San Francisco; Robert J. McAndrews, promotion head, Young & Rubicam, Hollywood; Tom Lane, vice president and advertising manager, Rexall Drug Co., Los Angeles.

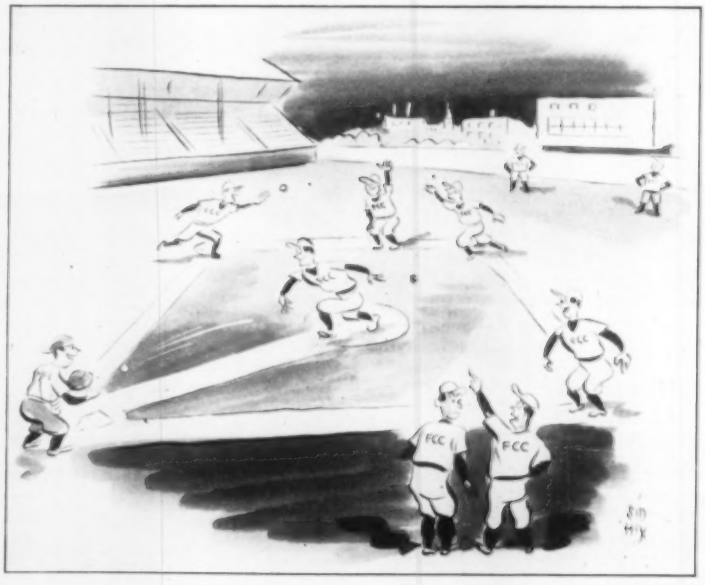
CODE

Final Touches Prepared by NA

NAB last week started plans to put its new Standards of Practice into operation July 1.

First job is to complete the text of the code, which drew industry endorsement and final board action during the Los Angeles NAB convention.

One section, covering educational programming, remains to be written. First draft will be prepared by Ralph W. Hardy, chairman of the NAB Educational Standards Committee. Idea for this section originated with NAB President Justin Miller, who restyled the code a fortnight before the convention.



Drawn for BROADCASTING by Sid Hix

"We're on a spot for someone in left since Cliff Durr resigned."

Post-convention reaction indicated general approval of the new standards as a set of ideals toward which all broadcast operations should be pointed.

The code action dominated the two-day convention, which many members termed the most successful from a business and entertainment standpoint in NAB history.

Most association executives remained on the Coast last week to wind up convention business before they are expected back at Washington headquarters tomorrow (Tuesday). Judge Miller has several Coast engagements and will not return for some time. C. E. Arney Jr. was winding up convention details prior to taking his vacation. A. D. Willard Jr., executive vice president, and other department heads were en route to Washington. Robert K. Richards, public relations director, and Harold Fair, Program Dept. director, returned to headquarters immediately after the convention.

In the works at NAB is the district-delegate awards project for convention attendance. Certificates have been designed for presentation to delegates who attended the first Management Conference in NAB history. A trophy is to be awarded the district having the best attendance record at Los

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DEFENSE BLUEPRINT

Broadcasters' Role Stressed

By ED KEYS

BY VIRTUE of their power, influence and public spirit broadcasters are destined to play an important advisory role in drafting preparedness plans affecting the communications industry, it was disclosed in organizational blueprints made public in Washington May 27 by the National Security Resources Board.

Special recognition of broadcasters was given in recommendations contained in the long-range plan for mobilization of the communications industry to insure its readiness in the event of any emergency. The plan, covering both operating and manufacturing phases for both common carriers and non-common carriers, was drafted by Leighton H. Peebles, board communications consultant, for presentation to NSRB Chairman Arthur M. Hill.

Included in the staff study are general recommendations for activities to prepare the industry; for implementing the program, and for composition of governmental and industry bodies to formulate detailed plans for all activities.

Pointing out that the NSRB communication division's responsibility includes wire and radio communications, radar and television, Mr. Peebles recommended that liaison be established by the division with certain government agencies and civilian companies and associations. It was also recommended that industry and military advisory committees be appointed to advise the NSRB chairman.

From these and other sources the NSRB chairman would receive information and data to serve as the basis for establishing the overall machinery to keep the industry geared for any eventuality.

Liaison Plans

Agencies with which liaison would be established include the FCC, Civil Defense Planning, State Department and Munitions Board. The latter is already operating in cooperation with the Signal Corps, Navy Communications, Air Force and the Research and Development Board.

Firms and associations with which liaison was recommended include the NAB, RMA, telephone and telegraph operating companies, domestic and international carriers, communications equipment manufacturers, electronic laboratories such as M.I.T., General Electric, Bell, I.T.&T.; U. S. Independent Telephone Assn. and non-common carriers such as railroad, police, fire, pipe line, forest patrol, power utility, bus and taxi, public address and intra-office systems.

Advisory groups urged were a telephone operating committee, including both domestic and international common carriers; a telegraph operating committee, also with both domestic and international common carrier representatives; laboratories and development committee, communications equipment manufacturers committee (including radio, radar, wire, and cable equipment) and a broadcasting committee.

In the prospectus special attention was directed to the broadcasting committee. "The equipment requirements of the broadcasting industry are small when compared to the total production capacity of the manufacturing industry," a note pointed out.

"This group, however," the note continued, "reaches a large percentage of the population, is influential, and desires to cooperate. They are publicity minded and have already given certain publicity to the establishment of the division."

The author concluded that "to refuse them recognition at this time would not be wise."

Urges Recognition

"Since the production of communications components and assembly and end products is to a large extent common to civilian and military equipment for radio (electronic)" the preparedness prescription said, "it appears that to program the mobilization of the industry effectively, wire and radio (electronic) communications should be handled as one industry. To separate them could only result in confusion and overlapping of authority."

In an earlier reference the report had pointed out that while the requirements for such systems as broadcasting and television are small in volume and dollar value compared to the remainder of the industry that "they are important and should be included when estimating the load on the manufacturing industry."

Appraising the mobilization problems, Mr. Peebles noted that the major responsibility for national military and civilian operation and production of communications equipment rests with the industry. It is logical to assume that the major planning load should also be carried by it, he reported.

Stressing the importance of accurate information from the Munitions Board as to quantities and types of equipment required and the rate of delivery, Mr. Peebles warned that this information will be in a constant state of flux. The industry, he said, must be flexible in order to allow for these sudden changes.

To eliminate another possible source of trouble, it was recommended that the armed services, insofar as possible, standardize component and end products. It was proposed that no changes in specifications be permitted unless approved by a competent high level technical board appointed by the military.

A system described as a "prerequisite in planning" was one of spreading required production throughout the industry, so that in

(*Continued on page 61*)

BAY AREA TV

San Francisco Hearing Started May 24

A SPIRITED FIGHT for the remaining two television channels available in the San Francisco Bay Area is being conducted in that city by five aspirants for licenses. Hearings started May 24 and are expected to continue approximately two weeks. They are being conducted in the Federal Office Building, San Francisco by FCC Examiner J. P. Blume. Joseph Brenner, FCC counsel, is conducting the cross-examining.

Sessions for first two and a half days were devoted to engineering problems. Shortly after hearings opened, KSAN, owned by S. H. Patterson and Leland (Honest John) Holzer, used car dealer, Los Angeles, withdrew its application, leaving five still in the running.

Those contesting for the coveted channels are: Paramount Television Productions; Television California, which is owned by Edwin W. Pauley, Los Angeles oil man and Democratic leader; Twentieth Century-Fox; CBS and KROW Oakland, Calif.

Direct testimony of the applicants began on the afternoon of May 26, when Claus Landsberg, general manager of Paramount Television Productions, took the stand. Mr. Brenner started cross-examining of Mr. Landsberg on May 27.

The frequencies being contested are for Channels 9 and 11.

A number of high bracket NBC, CBS, Twentieth Century-Fox and Paramount officials are interested spectators at the hearings.

Mr. Pauley said that if he was granted one of the licenses he would erect a transmitter on one of the peaks in the San Bruno Hills, just south of San Francisco.

Paramount Plans

Paramount plans to build its transmitter atop Mt. Tamalpais, just north of San Francisco in Marin County.

Three groups have already been assigned television channels in the San Francisco Bay Area. They are KGO-ABC, the *San Francisco Chronicle* and the Associated Broadcasters, owners of KSFO.

John M. Black, general manager of the Pacific Telephone and Telegraph Co., San Francisco, testifying before the hearing May 26 stated that network television facilities will be available on the Pacific Coast by early next year.

He stated that the telephone company is now planning a single channel television relay from Los Angeles to San Francisco. By 1950, Mr. Black declared, his company hopes to have completed work on coaxial cable capable of relaying several simultaneous television broadcasts between the two coast cities.

IN SAN FRANCISCO for hearings on television channels 9 and 11, FCC officials breakfasted May 23 (day before hearings opened) with KGO San Francisco and ABC executives at Mark Hopkins Hotel. L to r around table are J. W. Eriksen (back to camera), project engineer, Austin Co., New York; Cyril M. Braum, chief of FCC's FM Broadcast Division; Phillip G. Caldwell, manager of sales, Electronics Dept., Transmitter Division, General Electric Co.; FCC Comr. George E. Sterling; Frank Marx, ABC vice president in charge of engineering; FCC Comr. Rosel Hyde; KGO Manager Gayle V. Grubb; Paul Mowrey, ABC national director of television; A. E. Evans, KGO engineering manager; Kenneth Clark, FCC South Pacific region manager, and F. W. Maynard, vice president and district manager, Austin Co. KGO-TV expects to be on the air on Channel 7 by Dec. 1, KGO officials state.

1450-KC CASE

BRIEFS for both sides in a case which may test FCC's authority over stations' commercial-vs.-sustaining ratios were before the U. S. Court of Appeals for the District of Columbia last week, awaiting oral argument and the court's decision.

The case is an appeal by Bay State Beacon Inc. from the Commission's decision in the Brockton, Mass., 1450-kc proceeding, in which FCC granted Cur-Nan Co.'s application and denied Bay State's [BROADCASTING, Jan. 19].

Bay State contended, in its appeal brief, that FCC decided the case largely on the fact that Cur-Nan promised to limit commercial time to 60% while Bay State proposed to make up to 95% of its time available for sale. FCC, answering, denied that it based its choice on "an isolated, abstract, theoretical point divorced from the relevant facts," but said rather that it chose Cur-Nan because its program plans "would best serve the needs and interests of the area."

Bay State's Brief

Bay State's brief, filed by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, declared:

Assuming it to be a part of the Commission's function to minimize pluggly commercial announcements, to enhance broadcasting as a social and cultural instrument and generally to improve the level of program service to the public, there is a wealth of extra-record evidence to sustain the view that, at least so far as the local, independently operated, small station is concerned, a percentage limitation on saleable time is not the best method of accomplishing these results . . .

. . . A more effective method of censorship than the one employed by the Commission in this case can scarcely be conceived. If, as the Commission seems to believe, the broadcasting industry devotes too little of its advertising revenue to program improvement, it surely does not follow that the applicant at Brockton who has the least income will provide the best programs . . . But to the extent that the Commission controls advertising volume, it controls income and thereby it controls all phases of station operation, including programs . . .

The brief called attention to renewals granted by FCC in which "the agreement to limit the amount of time offered for sale was an integral part of the Commission's favorable action." In these the limitations ranged from 65 to 75% commercial. Yet in the Chicago FM case, the brief recalled, WMAQ-NBC won a grant even though commercial programs would take 86.8% of all time and 93.8% of the time between 6 and 11 p.m. In the New York FM case, the brief added, "several" unsuccessful applicants proposed 50-60% limitations on commercial time while one of the successful bidders, WMCA, refused to commit itself on any strict limitation.

Comparing WMCA's position with that of Bay State, the brief declared:

The Blue Book has not attained the dignity of a Commission regulation . . . But if applicants are to be required to conform to the views it expresses, then there should be some semblance of uniformity when it is invoked.

Bay State said it expected its own time to work out at about a 40-60 sustaining-commercial ratio, though the maximum limits would be higher: 80% commercial (news and entertainment programs) and 15% limited commercial (public service programs, which, if suitable for sponsorship, would be offered at half rates).

FCC's brief, denying censorship, asserted:

Appellant argues that a percentage limitation upon the amount of time which a station may sell constitutes censorship. The Commission's decision does not fix any percentage of time which must be devoted to sustaining programs. It merely holds that, on a comparison of the proposed program plans of the applicants, the Commission found that the public interest in Brockton would be served to a greater extent by the applicant who had examined the needs of the community and reserved a greater percentage of time in which to serve those needs.

The prohibition on censorship does not prohibit all Commission concern with the extent to which program proposals of applicants will serve the needs and interests of the community.

The Commission said it found no fault with Bay State's plan for "limited sponsorship" of certain programs, in which the commercial would be limited to the name, address or telephone number, and product of the advertiser. Rather, FCC objected to "the fact that this policy of permitting these programs to be sponsored as well as the ordinary commercial programs, did not leave the applicant with the necessary degree of flexibility in his program schedule, and certainly not the degree proposed by Cur-Nan Co. It is evident that some types of programs cannot be sponsored with propriety no matter how limited the advertising is."

FCC continued:

Even though the appellant proposed to reserve only 5% of its time for sustaining programs and these would all be religious, appellant claimed that public service programs would be carried as sustaining programs when they could not properly be sponsored. Considering the fact that all of the station's time other than that devoted to religious broadcasts is available for sponsorship of one kind or another, the difficulty in scheduling public service sustaining programs is at once apparent.

Bay State also attacked FCC's conclusions that Cur-Nan should be preferred from the standpoint of local ownership and extent of owners' participation in station affairs.

Cur-Nan is principally owned by Joseph T. Noonan; his son, Matthew J., and Charles F. Curran. Bay State stockholders include Hugh W. and Clarence A. McLaughlin Jr., brothers, and Robert M. Fletcher. FCC's brief was filed by Harry M. Plotkin, assistant general counsel; Max Goldman, acting assistant general counsel, and Mary Jane Morris, attorney.

FCC Power Argued

Research Methods Analyzed by NAB

ANALYSIS of methods used in consumer research panels, for guidance of broadcasters in carrying out this type of audience study has been published by the NAB Research Committee.

The analysis is the second evaluation of research techniques published by NAB, according to Kenneth H. Baker, research director. The first was titled "Radio Audience Measurement." It outlined general research principles.

Work of preparing the analysis was handled by Gene Katz, head of The Katz Agency, who has been active in this type of research. Mr. Katz acceded to request of Carl Burkland, GE Radio Sales, chairman of the NAB Research Committee.

Most of the illustrative material in the second study was provided by WKY Oklahoma City, which has conducted consumer panels on an extensive scale.

Complete instructions are provided in the manual.

INTERLOCHEN

MBS Cancels Plan To Air Concerts

MUTUAL last week cancelled negotiations for broadcasting Interlochen, Mich., youth concerts, which have been blacklisted by the American Federation of Musicians, and sent a sizzling wire charging Dr. Joseph E. Maddy, president of the Interlochen Music Camp, with taking "unfair advantage" of the network.

A week before Dr. Maddy had announced to the press that regular broadcasts of the Youth Symphony, a feature of the annual summer camp at Interlochen, had been assured by Mutual beginning July 5.

Dr. Maddy simultaneously disclosed that an hour before he assertedly concluded arrangements with Mutual, in a telephone call to an unidentified network executive in New York, he had received a letter from NBC refusing to carry the Youth Symphony because the AFM had declared the camp unfair.

"I'm glad there's one network that has the courage to give more importance to the law than to a union leader's edict," Dr. Maddy was quoted as saying.

Mutual last week confirmed that its program department had been in communication with Dr. Maddy and had tentatively agreed to schedule broadcasts of the orchestra from Interlochen. A network spokesman said, however, that the negotiations had not proceeded to the point at which the AFM had been consulted.

The wire to Dr. Maddy was signed by Phillips Carlin, MBS vice president in charge of programs. Its text:

"Mutual's conversations with you were for the sole purpose of arranging for the broadcast of music from your camp. Instead we find you have issued statements to the press without consultation with us in which you involve our network as an instrument to further your controversies and intimating us in scheduling such broadcasts we are in support of your differences with unions and other networks.

"That was not our object, and we feel that you have taken undue advantage of Mutual. In view of this we are withdrawing our offer of time which was made available at your request."

Interlochen was placed on the unfair list by James C. Petrillo, president of the AFM, in 1942 when he banned further broadcasts of the camp's orchestra which had been carried by NBC for 12 years before that.

Dr. Maddy, who has been active in a campaign against union interference in educational music broadcasting, was expelled from the AFM.

ENGAGING in spirited conversation are four musicians (l to r) AFM President James C. Petrillo, occasional trumpeter; Pianist-President Truman, Singer Gladys Swarthout and National Symphony Orchestra Conductor Hans Kindler, following first of a series of three free concerts at Constitution Hall in Washington, D. C., May 25. Miss Swarthout was soloist at the concert, financed from the million and three-quarter dollars in royalties paid the union for recordings and transcriptions, a practice outlawed, effective in 1949, by the Taft-Hartley Act.

TV CONVENTION POOL

Cost Set at $80,000

POOLED VIDEO coverage of the Republican and Democratic national political conventions will cost about $80,000, that sum to be divided among 17 East Coast television broadcasters ("18 if WAAM Baltimore gets on the air by convention time"), Will Baltin, secretary of the general committee on television coverage of the national political conventions, said last week following a meeting of the committee in New York.

That amount covers only the pooled broadcasts of official activities on the floor of the Convention Hall in Philadelphia, estimated on the basis that each convention will last five days, Mr. Baltin said. The extensive off-the-floor video interviews, commentaries and other programs planned in connection with TV convention coverage will run the total bill "well into six figures," he estimated.

The pooled broadcasts, he said, will go out over one of the three AT&T coaxial cable circuits serving Philadelphia at convention time. This circuit will be used exclusively for convention coverage during the terms of the conventions and will carry telecasts northward to Newark, New York, Schenectady, New Haven and Boston and southward to Baltimore, Washington and Richmond. Every minute of the convention programs, from the call to order each morning to the gavel for adjournment at night will be covered. Cable charges for the ten days will amount to about $25,000, Mr. Baltin estimated. He pointed out that the addition of Boston and Richmond to the video network more than doubled the cable charges, which would have been only $12,000 if confined to the New York-Washington hookup.

Second Circuit

The second coaxial circuit will be reserved for regular network video programs, Mr. Baltin said, with the third available for special out-of-the-Convention Hall video programs from Philadelphia by the various individual stations. Time sharing arrangements for the use of this third channel among the stations are being handled by a special subcommittee of the general committee on convention coverage, he said.

Origination of Convention Hall pooled telecasts will be shared among the four video networks—ABC, CBS, DuMont, NBC—on a rotating basis, each network in turn providing a crew to handle the five video cameras and to man the production booth, a task which calls for the use of 24 men a day. The production booth, Mr. Baltin explained, will be located immediately to the left of the rostrum, with one camera atop the booth, one on either side of the Hall midway back, one at the rear of the Hall and one outside the entrance to catch the delegates coming and going. The production supervisor will have five screens to watch, five pictures to choose from, at all times, making this the most ambitious pickup so far attempted in TV history.

The technical arrangements of the convention call for two daily shifts of 13 men each, Mr. Baltin stated. He added that the overall technical costs of the pooled convention coverage will account for some $45,000 of the $80,000 total. The technical end of the job is as unusually complicated for television as is the production end, he stated, pointing out that in addition to the network feeds, the master control room crew must also handle the transmission of Convention Hall pickups to the Philadelphia TV stations directly.

In addition to the straight live at-the-time video pickup service to stations which can be tied into the East Coast network, ABC, NBC, CBS and WPIX New York are planning to provide a film service for their affiliated TV stations outside the direct network range, or, as in the case of WPIX, such film service to any independent TV station willing to buy it. (It was also learned last week, though not from the committee spokesman, that plans are under way for making kinescopic records—films made off the receiving tube—for serving stations beyond the present network boundaries, with stations receiving such service to pay into the pool a charge equal to 10% of the sum paid by each station receiving the convention programs via coax or radio relay. The committee was also reported to have prohibited the use of any pooled pickups, either live or by kinescopic films, in theatres, restricting them to broadcasts for reception in places not charging admissions.)

At last week's meeting of the convention committee a subcommittee was set up to make plans for covering the third party (Wallace) convention, to be held in the same Convention Hall later in July, on the same pooled basis as holds for the Republican and Democratic sessions. This subcommittee will consist of representatives of each of the four TV networks, the individuals not having been named last week.

The overall general TV convention coverage committee is headed by J. R. Poppele, WOR New York vice president and president of Television Broadcasters Assn., as coordinator; Roger W. Clipp, WFIL Philadelphia, vice coordinator and chairman of the subcommittee on housing and finance; Merritt H. Coleman, CBS, chairman of the technical subcommittee on traffic; Ray Bowley, WPTZ Philadelphia, chairman of the technical subcommittee; Burke Crotty, ABC, chairman of the production subcommittee; Paul Mowery, ABC, chairman of the newsreel subcommittee; Mr. Baltin.

Stations included in the direct network hook-up for the pooled convention coverage—which, incidentally, had to be pooled because of the lack of space in the convention hall as well as the lack of network facilities—are WBZ-TV Boston; WNHC-TV New Haven; WRGB Schenectady; WABD, CBS-TV, WNBT and WPIX New York; WATV Newark; WCAU-TV, WFIL-TV and WPTZ Philadelphia; WBAL-TV, WMAR-TV and, if it is on the air in time, WAAM Baltimore; WMAL-TV, WNBW and WTTG Washington; WTVR Richmond.

* * *

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Television personnel changes, programs, etc., see various notes departments in this issue.

WFIL STRIKE

Convention Pickup Ban Sought

THE STRIKE of 43 engineers against WFIL stations in Philadelphia rounded its fourth week Saturday with the deadlock showing no signs of a break and the struggle becoming intensified.

At the approach of the weekend a spokesman for the union, Broadcast Local 1, American Communications Association (CIO), said the union had approached Republican and Democratic convention officials to persuade them not to permit WFIL, WFIL-TV, WFIL-FM and its facsimile operation to carry programs from the Convention Hall if the strike should be on during those meetings.

Other Developments

Among other developments of the week in the strike:

The union contacted Democratic and Republican headquarters in Washington and reportedly urged cooperation of the parties in the matter.

No decisions were issued by the Committees, but they are believed to feel privately that it is none of their concern if WFIL can make arrangements to carry the proceedings.

1. The station's effort to enjoin the union from violence and strike activity. An action in common pleas court went to a hearing. Briefs were to be filed by last Friday but because of the long holiday weekend no decision was expected in a hurry.

2. The NLRB election to determine whether the ACA or its rival AFL union, The International Alliance of Theatrical, Stage Employees and Moving Picture Operators represents the TV engineers was postponed from June 1 to date to be set. It believed that the postponement was the result of the filing by the union of unfair labor charges against the stations.

Meanwhile, the stations continued to broadcast with minor deviations from pre-strike schedules. Many supervisory executives were taking the place of the 43 engineers.

Pickets Continue

The union continued to picket and for the first time picket several sponsors. The union also hired a surrey with a fringe on top and slowly pulled it through Central City streets telling its message via a public address system. Union announcers on the buggy claimed WFIL had hired strikebreakers from out of the state. The spokesman for the stations issued no statements on the strike during the week.

DETAILS ON LIGHTING AND PARKING CLEARED

Representatives of radio, television, press and newsreelmen met with Republican and Democratic conventions authorities Thursday in Philadelphia together with city officials to iron out transportation and lighting problems in connection with the conventions coverage.

An entire parking lot adjacent to Convention Hall was allocated to radio and press. The lot is the choicest space for that purpose in the area. It will hold 150 automobiles. Allocation of spaces in the

(*Continued on page 64*)

Boxtop Surplus!

RADIO listeners in Chicago apparently insist on trading a boxtop for a giveawey. Bell Savings and Loan Assn., sponsor of *Ripley's Believe It Or Not* on WMAQ Chicago, has been offering a free home-budget book upon request. Listeners insist, however, on mailing boxtops from the soap product, Vel, also advertised on WMAQ, with their requests. The Bell people mail the book—but are wondering what to do with the boxtops.

Rayve, Hedy Move To New Agencies

PEPSODENT Division, Lever Bros. Co., Chicago, last week appointed Needham, Louis & Brorby Inc., and J. Walter Thompson Co., both Chicago, to handle advertising for its Rayve Creme Shampoo and Hedy Home Wave Products, respectively. No formal announcement was forthcoming in Chicago, but both agencies admitted account appointments.

No Plan Yet

At NL&B no plans have been formed yet with respect to executive assignment of the Rayve account or advertising policy, according to Melvin Brorby, vice president of the agency. JWT was equally disinclined to elaborate on the disclosure, maintaining it was "much too early" to announce any details for Hedy Home Wave.

Pepsodent recently acquired the products from the William R. Warner Co. (Standard Laboratories). Agency for both Rayve and Hedy was Roche, Williams & Cleary Inc., New York.

PACKAGES

Duffy, Smith, Gaynor Discuss at L. A.

NEITHER network nor advertising agency has any business owning radio packages was the opinion of Ben Duffy, BBDO president, expressed to the Southern California chapter of the American Association of Advertising Agencies at the Ambassador Hotel, Los Angeles, May 25.

★

Emphasizing that this was his personal expression, Mr. Duffy elaborated by pointing out that freedom of operations was hampered for the agency which attempted to sell its package to client when another might be more effective. And from a network standpoint, he felt that it was a natural thing for a network to favor one of its own packages time-wise to the disadvantage of some of its clients.

Furthermore, he felt it was an agency's job to recommend media and that ownership of a package might influence advice in the direction of radio when another might be the answer of the moment.

Membership of 215

He reported that the agency membership roster of 4-A's is currently 215, controlling approximately 75% of billing placement in all media. However, he reminded the group that as an organization 4-A's does not grant "recognition" to media but that recognition is in reality determined by the media.

Stressing the need for cooperation between media and the advertising agency, Calvin Smith, general manager, KFAC Hollywood, and Sydney Gaynor, Don Lee general sales manager, spoke for radio at a seven-man panel.

They gave their views on the subject "Media Looks at an Advertising Agency," during the afternoon session. Speaking for network radio, Mr. Gaynor urged as general practice for all agencies the policy of some, when planning a radio campaign, for a client to call in all four networks and discuss plans in full with them. Upon selection of a particular network to carry on campaign, agency should then explain which one was chosen and why, Mr. Gaynor said. He also suggested that radio be treated as other media, and not set apart from the other, as many agencies have the tendency to do. "Agencies and media are interdependent," he concluded, "one can't exist without the other."

Mr. Smith, speaking for independent stations, deplored two factors of agency treatment towards them: Agencies' reluctance to place advertising with them, and their failure to take the nature of the independent station into consideration as regards copy when they do advertise with them.

Frederic R. Gamble, president AAAA, was moderator.

CONGRESS ASKS ADVICE OF FCC ABOUT TOWERS

A SENATE District subcommittee has asked FCC for advice on a bill now pending before the committee (HR-2984) which would regulate the installation of radio or television towers in the District of Columbia [BROADCASTING, May 24].

The subcommittee, headed by Sen. James P. Kem (R-Mo.), wants to know whether passage of the bill would interfere with "the orderly development of television service" in the District.

FCC to Specify Sites

It is also desired by the group that FCC determine what sites would still be available in Washington for towers should the bill become law.

The Senator said he wants the information in time to present it to a meeting of the full District Committee which will take place "in the near future."

During hearings the past two weeks, the bill was backed by representatives of the Manor Park Citizens Assn. who strongly urged passage of the bill, which has already cleared the House.

It was opposed by Bryce Rea Jr., NAB attorney, who said it "would tend to establish a national pattern that would deter progress in radio broadcasting." Joining Mr. Rea in opposition were Thad Brown Jr. of TBA and DuMont Television; Vernon West, District of Columbia corporation counsel; William C. Warren, Chesapeake & Potomac Telephone Co.; and Dr. Thomas J. Carroll, physicist of the National Bureau of Standards.

HOME games on Northwestern U's football schedule wil be televised exclusively by WGN-TV Chicago beginning Oct. 2, it was announced jointly last week by Frank P. Schreiber, manager of WGN Inc., and Ted Payseur, athletics director.

FOURTH REUNION of the American Radio Mission to Europe was held in Los Angeles May 17 in conjunction with NAB Convention. Present at dinner at the Ambassador Hotel, when newly-created order of "Cap d'Antibes" was presented to Clair R. McCollough, president of WGAL Lancaster and associated Steinman stations, (l to r) were these ex-colonels (assimilated rank): Morris Novik, New York radio consultant; Robert D. Swezey, MBS vice president and general manager; Martin Campbell, WFAA Dallas; J. Leonard Reinsch, managing director, Cox Stations; Award-winner McCollough; NAB President Justin Miller; Sol Taishoff, publisher of BROADCASTING; Mark Woods, ABC president; Jack Alicoate, publisher of "Radio Daily"; William S. Hedges, NBC vice president and former NAB president; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids. Missioners absent were: Harry C. Wilder, WSYR Syracuse; Joseph H. Ream, CBS executive vice president; Abel Green, editor of "Variety", Joseph Csida, editor of "Billboard", and Col. Edward M. Kirby, WMAK Nashville, the Army's escorting officer and official shepherd of mission.

THERE'S no more feudin', fightin' an fussin' in Memphis TV as H. W. Slo (l), general manager WMCT (TV), Hoyt B. Wooten (r), owner and ope tor WREC, 'get together to make fina announcement of WMCT plans.

AAAA Committe Setup Reorganize

REORGANIZATION by the Am ican Assn. of Advertising Agen of its national standing commit has reduced the total from 17 12. Committees are to meet fr one to three times annually.

Arthur Cobb Jr., vice presid of Doherty, Clifford & Shenfe New York, was named chairma the agency administration com tee, which will deal with age problems. Vice chairman is Wa Buchen, president of the Buch Co., Chicago, and members a

John L. Anderson, vice pr ident, McCann-Erickson, N York; John F. Arndt, presid John Falkner Arndt & Co., Ph adelphia; F. R. Feland, chairm executive committee, BBDO, N York; Don Francisco, vice pr ident, J. Walter Thompson C New York.

Oakleigh R. French, partner Oakleigh R. French & Assoc., Louis; J. H. Geise, treasur Young & Rubicam, New Yo Robert E. Grove, executive v president, Ketchum, MacLeod Grove, Pittsburgh; Gordon Hyde, president, Federal Adver ing Agency, New York.

Paul Keenan, treasurer, Dan Fitzgerald-Sample, Chicago; H. Kerr, president, Bayless-Kerr Cleveland; Merle W. Manly, sec tary-treasurer, Botsford, Const tine & Gardner, Portland; La rence Valenstein, president, Gr Advertising Agency, New Yo and Ralph Van Buren, vice pr ident, Ruthrauff & Ryan, New Yo

NBC Appointment

APPOINTMENT of Arthur Jac son as program manager of NB Central Division was announc last Wednesday by I. E. Show man, vice president in charge of t division. He replaces Jules Herb veaux, who was appointed manag of the division's television depar ment last February. Mr. Jacobs who has been with radio and NB for 10 years, has been productio manager of the Central Divisio since 1943.

AWB '49 PLANS

Convention Agenda Is Studied

PROGRAMMING aspects, industrial problems and reports of technical advancement will form the broad base for topics of discussion at the Assn. of Women Broadcasters' 1949 annual convention, to be held at the Drake Hotel in Chicago March 10-12.

AWB's advisory committee conferred in Chicago last Wednesday with about 70 women representatives from the broadcasting, agency and allied industry fields. The group mapped out its convention plans and set up committees to handle various phases of activity.

The status of associate members from those fields not directly related to broadcasting also was considered. Criticism in the past centered around the contention that representatives from smaller stations were not given adequate play in AWB activity, it was understood.

Emphasis next year will be aimed particularly at "constructive thinking" with inclusion of practical "know-how" sessions and roundtable and panel discussions following the speeches, according to Elizabeth Marshall, national convention chairman and program director for the Radio Council, Chicago Board of Education.

In addition to discussion of general topics, there will be talks on television with respect to its technical progress, women's and children's programming and the adaptability of women broadcasters to the new medium. Other subjects scheduled include new ideas for women's programs and station relations.

Convention will open and close with a business meeting. Entertainment, a prominent phase of this year's AWB convention, will be de-emphasized, Mrs. Marshall said.

Highlight of the three-day conference will be a transcription audition center. About 20 selected discs featuring key regional programs will be made available to members desiring to hear them. Stations or agencies contributing transcriptions will be asked to accompany them with resumes or exhibits giving program background.

Program group of the planning committee is headed by Nancy Grey, 9th District chairman of AWB and director of women's activities, WTMJ WTMJ-TV Milwaukee. Miss Grey will appoint other members to assist her.

Interim Security Report Is Readied

METHODS of keeping the wraps on security information without invoking censorship were informally discussed by 11 members of the Press Advisory Council during a luncheon with Secretary of Defense James V. Forrestal at the Pentagon Building in Washington May 26.

The council, named by press and radio groups, was established at the request of a news media committee who conferred with the Defense Secretary at several meetings on the problem last March. All groups, with the exception of AP, have named their council representatives.

Mr. Forrestal advised the group that an interim report on the subject had been completed by a representative of the Military Establishment and would soon be ready for perusal.

Those in attendance at the luncheon included: B. M. McKelway, editor of the Washington Evening Star; William K. Hutchinson, INP; William Neel, ABC; Theodore Koop, CBS; Albert Warner, MBS; William McAndrew, NBC; Harry F. West, American Book Publishers Council; Cranston Williams, American Newspaper Publishers Assn.; Kenneth Clark, Motion Picture Assn.; Robert K. Richards, NAB; and William L. Chenery, National Assn. of Magazine Publishers.

Other members of the Council are Lyle Wilson, UP, alternating every three months with Mr. Hutchinson; James G. Lyne, National Conference of Business Paper Editors; A. D. Willard Jr., NAB; and Paul Raibourn, Television Broadcasters Assn.

DE GRAY WILL ASSIST J. K. SMITH AT CBS

MR. SMITH (r) greets newly-appointed assistant, Mr. De Gray, at CBS headquarters.

* * *

EDWARD J. DE GRAY, former assistant general manager of WBT Charlotte, N. C., has been named assistant to J. Kelly Smith, CBS vice president in charge of station administration.

Mr. De Gray joined CBS in 1937, and in 1940 transferred to WBT, then owned by the network. He was appointed business manager of the station when it was sold to the Jefferson Standard Life Insurance Co. in 1945, and assistant general manager in 1947.

Feeds N. J. Network

TWO BROADCASTS were originated May 24 by WMID Atlantic City for the New Jersey Broadcasters Assn. over a 10-station network. Speeches by Rear Admiral Ellis M. Zacharias, USN, Ret., and Secretary of the Treasury John W. Snyder before National Assn. of Mutual Savings Banks were aired.

RICHARD W. SLOCUM (l), general manager of Philadelphia's "Evening Bulletin"; Dr. Leon Levy, (r), general manager of WCAU, and G. Bennett Larson, WCAU television director, faced the TV camera as WCAU-TV got underway May 23. [BROADCASTING, May 24]. Dedication featured hour-long salute from CBS.

False Alarm

WHAT SOUNDED like a stickup to listeners of KPRC Houston caused a flood of calls to the station. During *Sunrise Serenade*, KPRC's morning record show, a voice growled, "Don't move, buddy, this is a stickup." A moment later the station went off the air. Everything was under control, though. Electrical difficulties had caused a temporary transmission failure just after the gruff voice made his demand on the Ray Noble recording of *Saturday Night in Central Park*.

FCC STILL OPERATING AT PARTIAL STRENGTH

FCC, for whom full strength has been more the exception than the rule during the last few years, was operating last week with only five of its seven members in Washington, and will continue on that basis until early July.

Vice Chairman Paul A. Walker sailed Wednesday for Stockholm as head of the U. S. observers at the June 7-22 meeting of the Consultative Committee on International Telephony. Comr. E. M. Webster meanwhile is attending a London conference on safety of life at sea and in the air, and now plans to go from there to Geneva, where the Provisional Frequency Board is convening. Both he and Comr. Walker are expected back in Washington about July 7.

Because of the absence of a quorum, last week's regular Wednesday meeting was postponed to Thursday. In addition to the absence of Comrs. Walker and Webster, Comrs. Rosel H. Hyde and George E. Sterling were engaged in hearings and other Commission activities en route back from the NAB Convention in Los Angeles, arriving in Washington Wednesday afternoon, while Chairman Wayne Coy was confined to his home with a severe cold during the first part of the week and Comr. Robert F. Jones was conducting a common carrier hearing.

Drive for German Sets Begins Soon

NAB Hears Details of Campaign For $100,000

CAMPAIGN to raise more than $100,000 to place radio sets in U. S.-occupied areas of Germany will be started in late June. The plan was described at NAB last week as the first fund-raising drive sponsored by the industry as a whole.

A packet of instructions will be sent to all stations and networks by mid-June. The drive itself will last two weeks. The packet will contain historic matter, program material and spot announcements, and several five-minute talks.

Purpose of the project is to counteract steps by Russia and England in their occupied areas of Germany. The receiving sets will be placed in German schools. They will be provided with the cooperation of Radio Manufacturers Assn., which has agreed to make available an efficient medium-wave model capable of picking up European stations.

Behind the idea are the U. S. Dept. of State, the Army of Occupation and UNESCO. The project was approved by the NAB board at its Los Angeles meeting after a report had been submitted by Clair R. McCollough, WGAL Lancaster, Pa., director-at-large for medium stations and chairman of a committee studying idea.

Other members of the committee are Harold Lane, WJJD Chicago; William B. Smullin, KIEM Eureka, Calif.; A. D. Willard Jr., NAB executive vice president, and Robert K. Richards, NAB director of public relations. Mr. Richards, Hugh Higgins, assistant director of broadcast advertising, Harold Fair, Program Dept. director, and Ben Miller, assistant Program Dept. director, worked on the advance plans last week.

In charge of the undertaking is Executive Vice President Willard, who conferred with government and military officials on a recent trip to France.

WGAR-WADC FEUD

Court Upholds FCC

FCC'S DENIAL of a station application because it envisioned full-time use of network programs was upheld by a 2-to-1 decision of the U. S. Court of Appeals for the District of Columbia last week and appeared headed for a final test in the Supreme Court.

Acting on an appeal by WADC Akron, the appeals court was unanimous in affirming the denial of the station's application for 1220 kc with 50 kw, but split over the question of whether the grounds for denial involved "censorship." FCC had ruled that WADC's plan to carry the complete CBS schedule without exception would be contrary to public interest [BROADCASTING, May 26, 1947.]

Justices H. W. Edgerton and Bennett C. Clark, rejecting WADC's claim of censorship, held that the Supreme Court's decision in the network regulations case "foreclosed any such contention." Even without that decision, they said, "censorship would be a curious term to apply to the [FCC] requirement that licensees select their own programs by applying their own judgment to the conditions that arise from time to time."

Justice Wilbur K. Miller concurred in the dismissal of WADC's appeal and affirmation of FCC's decision, "but not for the reason assigned by [FCC] and approved by the court," which he felt was a clear imposition of censorship. In its program plans, he argued, WADC was invoking a licensee's "right of choice."

The case involved two long-time rivals for 1220 kc—WADC and WGAR Cleveland. WGAR won the frequency with 5 kw in 1943, while WADC, losing that fight, remained on 1350 kc with 5 kw. Their applications for 50 kw on 1220 kc were filed in late 1945. FCC preferred WGAR to WADC in its proposed decision, treating the two on a comparative basis [BROADCASTING, Oct. 14, 1946]. In its final order, however, the Commission disposed of the two cases independently, denying WADC's without regard to WGAR's, which it then granted.

FCC's Basis

FCC's reasoning was much the same in both decisions. It held that WADC's proposal to carry the complete CBS schedule without exception "is not only tantamount to a voluntary abdication to the network of the duty and responsibility of a broadcast station licensee to determine for itself the nature and character of a program service which will best meet the needs of listeners in its area, but is an abdication to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

In upholding FCC's decision, the majority of the court cited the Supreme Court's ruling, in the network case, that FCC is not merely a "traffic officer" but must also determine "the composition of that traffic," and that "methods must be devised for choosing from among the many who apply." The majority held that, "as far as appears, the Commission acted legally" in its grant to WGAR, but noted that "that question is not before us." The decision, issued Monday, was written by Justice Edgerton.

Miller Contention

Justice Miller contended WADC's application "could and should have been denied because it sought a license for a frequency already in use in the same area by the intervenor [WGAR] under an existing license, and no valid reason appeared for depriving the intervenor of that use."

He continued:

Denial of a license because the applicant expects to make large use of the facilities of one of the major broadcasting companies of the country, saying that such use will not be in the public interest, seems an arbitrary and capricious exercise of power not granted by statute, but expressly forbidden by it.

It is not a finding based on evidence. Nor is it justified by the claim that in the public interest the Commission may require a balance between national and local material to be maintained by every station. The demands of his listeners, of which a licensee is keenly aware, will require that balance. The idea is especially untenable and groundless when, as in this case, the proposed station is in a metropolitan area already served by some 15 other stations which devote time to the broadcasting of programs which have only a local interest.

To uphold the Commission's order because the applicant expressed an intention to make extensive use of Columbia's programs is to grant to the Commission the power of censorship, which is expressly forbidden by the Act. "Such a power is so abhorrent to our traditions that a purpose to grant it should not be easily inferred." [Editor's Note: Quotation is from Supreme Court decision in "Esquire Case."] Certainly the power of censorship should not be granted by a court when it has been withheld by the Congress.

There appeared little doubt that WADC would ask the Supreme Court to hear the case, particularly in view of the strong language on censorship in Justice Miller's "concurring" opinion.

Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC, argued the appeal for the Akron station, while Max Goldman, assistant chief of FCC's Litigation & Administration Division, argued for the Commission. Donald C. Beelar of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, appeared for WGAR.

Baseball Tops TV

BASEBALL is currently the most popular video fare with New York TV set-owners, according to the May New York Teleratings report of C. E. Hooper Inc., which found the Yankee-Tiger game on Saturday afternoon, May 8, the top-ranking program with a rating of 38.4. Program's only competition was a horse race during part of the time. Two night baseball games rated 25.5 and 23.0, both against the competition of non-sport programs on other TV stations.

FCC LOSES

Plans to Take WCKY Case To Supreme Court

FCC LOST its bids for re-hearing on the procedurally far-reaching "WCKY decision" of the District of Columbia Court of Appeals last week and undertook preparations for an appeal to the Supreme Court.

The lower court handed down a simple order Wednesday refusing to reconsider the case, in which it had upheld WCKY Cincinnati's claim that FCC should have heard its charges of interference before putting a daytimer on its 1-B clear channel [BROADCASTING, April 19].

Under the appeals court's ruling, the Commission would be required to hear the arguments of any station which claimed the grant of a pending application would subject it to objectionable interference or otherwise threaten its legal rights. A full-dress hearing would be required if the claims appear to be well founded.

FCC authorities feel the resultant increase in their hearing load would be "terriffic." Thus they freely conceded they would seek a Supreme Court review of the case.

First step will be to ask the Solicitor General to request review. He can refuse, but this was regarded as an extremely remote possibility in view of the decision's potential impact not only on FCC procedures but also on other agencies'. For similar reasons, and because of the legal points involved, it was felt the Supreme Court would grant a request for review.

The disputed grant in the WCKY case went to Patrick Joseph Stanton for 10-kw daytime use of WCKY's 1530 kc at Philadelphia. A stay order was issued against it at the outset of the appeal and was still in effect when the court sent the case back to FCC for hearing. Since then Mr. Stanton, who was reported to have spent $65,000 getting the 1530-kc operation almost to the point of going on the air, has been granted a special FCC authorization for daytime use of 1540 kc with 1 kw [BROADCASTING, May 17].

Bye Bye Blue Book?

IT WAS routine legislative procedure when a message from the Senate to the House last week stated that the President pro tem had appointed a committee of two senators under the 1939 act entitled "An Act to provide for the disposition of certain records of the U. S. Government."

Specifically the legislation called for "the disposition of executive papers" in 12 departments. Number 5 on the list was the FCC.

To the more discerning Washington radio observers there spontaneously arose the question whether the Blue Book would constitute part of the FCC refuse.

Retailers Adjus Budgets to Radi

THREE large retail stores ha started extensive broadcast ca paigns.

Large FM contract was sig last week by G. Fox & Co., Ha ford, Conn., one of the countr largest department stores, now e tering its second century of ope tion. The store has signed a tw hour seven-day-a-week contract WKNB-FM, New Britain. The F outlet of WKNB has been on t air 14 months, according to Jul Gross, president. Most of its F programming is separate from th AM schedule, with a special F program director in charge.

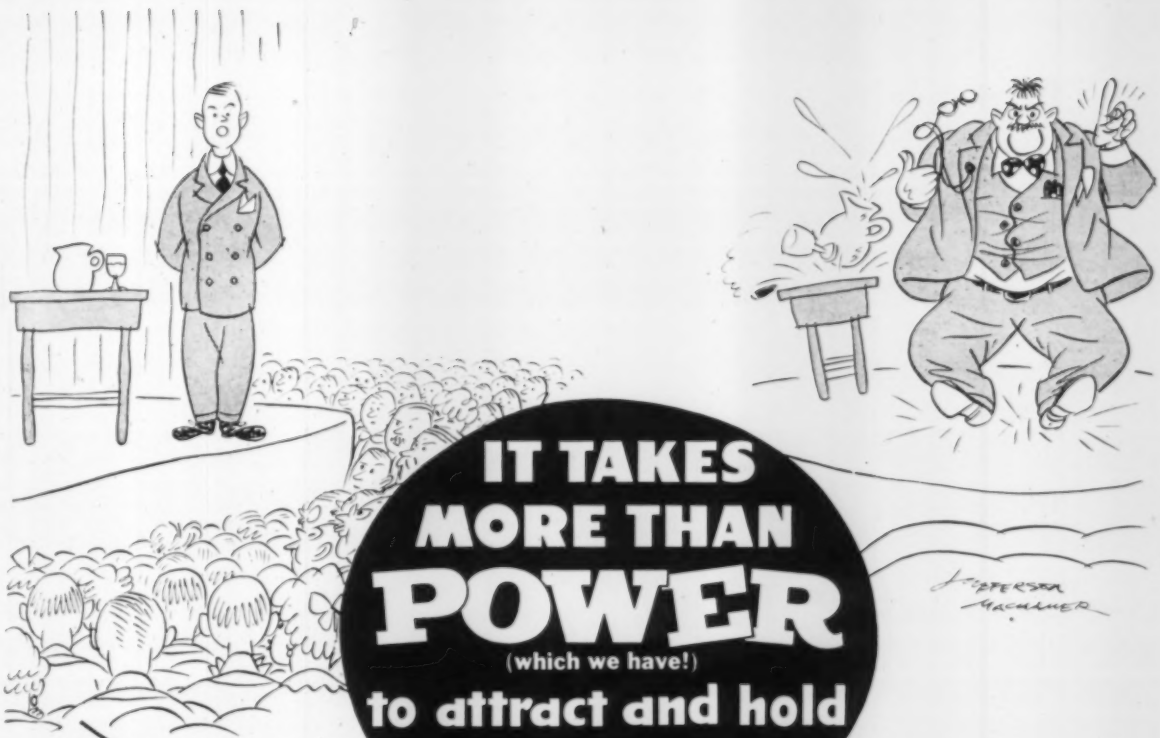
G. Fox & Co. will broadcast 5-7 p.m. daily feature, includi news, good music, public serv information and community even WKNB-FM is a member of C tinental Network, broadcasti fulltime with 20 kw.

Bryant Department Stores, Detroit, is making its first ra venture on WJBK, that city, w a five-weekly 7-7:15 p.m. *Te Test* quiz program. Larry Rupp is quizmaster.

Maurice L. Rothschild, lar Chicago clothier and a black-an white media user for 40 years, ha entered radio for the first tim in its 62-year history. The fir has signed a 52-week contract w WNMP Evanston, Ill., 1 kw sta tion on 1590 kc. A participati program will be heard Saturday 10:15-10:45 a.m., directed at th teen-age group. The store recentl opened an Evanston branch.

Palmer Quits ABC

THOMAS B. PALMER, AB Western Division manager of tec nical operations for past six years has resigned, effective June 1 Mr. Palmer has disclosed no fu ture plans.

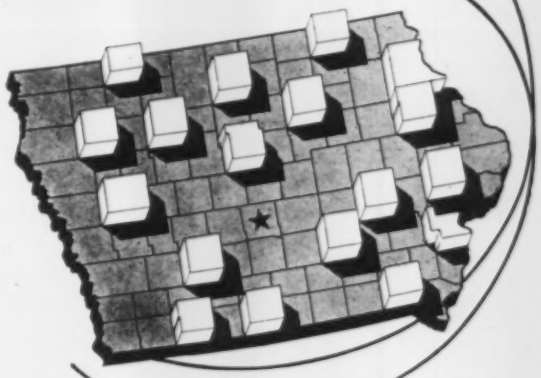


IT TAKES MORE THAN POWER

(which we have!)

to attract and hold an audience!

TAKE THESE 18 IOWA COUNTIES, FOR INSTANCE



POWER is wonderful, though you know and we know that what a man says (or what a radio station broadcasts) is really more important than how loud it "comes in".

Witness the listening-habits of the radio audiences in the eighteen scattered Iowa counties featured at the right. Each of these counties is adjacent to a county in which there is at least one good radio station. Yet from 5:00 a.m. through 6:00 p.m., according to the 1947 Iowa Radio Audience Survey, *WHO gets a terrific 59.9% average of the total listening!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming —Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

TIME TABLE REVISION INCLUDES MORE CITIES

FCC REVISED its sunrise-sunset tables last week to add some 300-500 cities not heretofore included, it was announced Thursday. The table now shows average sunrise and sunset times for different months in cities for which daytime or limited-time AM stations, or stations using directional antennas at night or different directional patterns day and night, have been authorized as of April 20.

Commission spokesmen explained that the tables, a part of the Engineering Standards, are revised periodically to bring them up to date and correct errors in previous compilations. Copies of the new table will not be made available for distribution to individual stations but will be published officially in the *Federal Register* at a later date.

NBC MOVIE

Responsibility to Public Will Be Stressed

NBC last week completed the preliminaries for its newest promotion project, a two-reel sound motion picture to be titled "Behind Your Radio Dial" and subtitled "This Is NBC." Aug. 15 is the deadline for completion of the filming. The picture will have its first showing in September at the network's affiliate meeting at Sun Valley, Idaho.

Conceived by Charles P. Hammond, vice president and assistant to the president, the project was turned over to James Nelson, director of advertising and promotion, who assigned Jack Snow, a top NBC copywriter, to do the shooting script. Mr. Snow handled the negotiations with RCA-Pathe for making the picture.

The same production unit which produced the "This Is America" series will be used. Roy Porteous, manager of the NBC advertising and promotion department, is in charge of supervising the day-to-day shooting of the film.

Aiming at "high entertainment value" as well as education, the picture will "avoid over-emphasis on the historical and technical aspects of radio," Mr. Porteous said last week. The film, he said, will open with a view of Toscanini and the NBC Symphony Orchestra, followed by a montage of top radio performers at work "if we can get the necessary clearances."

Scenes of listening, to demonstrate how radio today is a part of the daily life of almost every American, will be followed by glimpses of the wide variety of programs making up the listening fare.

History will be "touched lightly" in a sequence showing early studios and equipment contrasted with those of today. This sequence leads into a camera-conducted tour of NBC's New York headquarters, showing among other things the process of getting a program on the air, from idea through the writing, casting, musical arranging and so on to the actual broadcast.

How the basic idea of the network's responsibility to its listeners underlies its activities will be stressed throughout the film, Mr. Porteous said. Scenes showing the continuity acceptance department's work to see that what goes on the air complies with NBC standards, analysis of audience mail to measure the listener reaction and such other checks as the Schwerin program clinics will drive home the fundamental point of responsibility to the public, he explained.

The picture, he said, will conclude with a look at NBC's latest major undertaking, its television network activities.

THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR*

When you place a schedule on a station, by your action you're saying that your selection is the right one . . . that your station has the ability to do the job right.

That's the reason, we believe, more and more time buyers are putting copy on **WHHM**. For **WHHM** is a "strong" station—it has the strength of results that go with healthy Hoopers and an attentive audience.

Here's one of the strongest reasons for using **WHHM**:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent - - but not aloof

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

* The Prudential Insurance Company of America has this one.

Sale Reservation Issue Will Be Aired

FCC last week called for oral argument June 28 on its proposal to write rules restricting the use of "reserved time" as a part of the price in station sales [BROADCASTING, Feb. 9].

The Commission said the decision to hold a hearing was prompted by "comments filed by interested parties." These include protests submitted by Albert J. Freeman, who reserved time for advertising his business when he sold WJOL Joliet, Ill., and the Berachah Church of Philadelphia which claimed a similar agreement with WPEN Philadelphia [BROADCASTING, March 15].

The proposed rules would forbid transfers or assignments of AM, FM, or TV stations if the seller "retains any right of reversion of the license or any right to the assignment of the license in the future, or reserves the right to use the facilities for any period whatsoever."

Any such contracts approved by the Commission before the effective date of the proposed rules could be modified to fit the following minimum requirements:

(1) Not more than four hours per day nor more than 12 hours per week to be reserved; (2) reservation by the licensee of the right to reject or refer "unsuitable" programs, but with substitution of other time or card-rate payment permitted for time thus made unavailable; (3) prohibition against the sale or reassignment of reserved time; (4) negation of any right to reversion or reassignment of license; (5) specification of definite expiration date of contract, in no event to be later than Jan. 1, 1963; (6) provision that licensee may terminate contract at any time upon payment (by lump sum or periodically) for time reserved.

Letting you in on a BIG promotion!

You can now get in on one of the most successful promotions we ever used at WITH! It's a *tested* plan, because we used it last fall with wonderful results.

WITH, you know, is a station built on promotion ideas. And WITH has made money from the day it hit the air 7 years ago, bucking 4 network stations.

Now here's the idea. It's called GRAPH-O-GRID, the official type of scoring diagram for football fans. They want them. They'll use them for football games during the whole season this fall.

We're going to sell them to one station—and only one—in each town. You can have the promotion *exclusively* in your city if you act fast.

GRAPH-O-GRID improves your standing with sponsors, takes your salesmen into new prospects, increases time sales for you!

For full details, write or wire Jake Embry or Tom Tinsley at WITH, Baltimore, or call the Headley-Reed man. Act fast. And do it now!

W-I-T-H
AM Baltimore Maryland **FM**
Tom Tinsley, *President* • *Represented by* Headley-Reed

What's this..

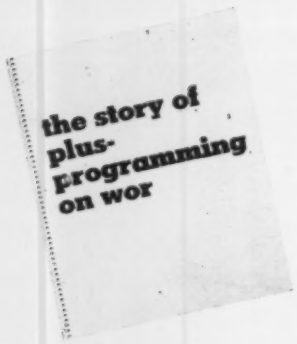
..WSM Cigarettes?

When one of our 7½ million listeners asks for cigarettes, he is guided by an invisible label on the pack. The odds are he will ask for a WSM advertised brand . . . because through years of consistent listening he has built up a respect for the commercial messages on this station. To him, the name on the product is closely associated with this invisible label—WSM's stamp of approval which our listeners use as their buying guide.

WSM

NASHVILLE

ARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
0,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE



FREE

a book
hitherfore available
only to
WOR clients!

Six years ago WOR originated and promoted the technique of plus-programming. Today this powerful, but *very* economical, method of doubling and tripling the effectiveness of radio advertising is a basic part of the campaigns of such shrewd WOR sponsors as—Lever Bros., Bristol Myers, Philip Morris Co., General Foods and many others.

In a new and revised edition of "The Story of Plus-Programming on WOR"—a book previously available only to WOR clients—this station offers you a hard-hitting, fact-full description of: (1) What plus-programming is, (2) Who uses it and how, (3) The results it produces.

A copy of this money-saving book will be sent to you promptly if you drop a note, on your business letterhead, to—Joseph Creamer, WOR, 1440 Broadway, in New York.

24 Are Authorized License Extension

WHLS, WORL, KOB to Sept. 1; WJBW to Aug. 31

TEMPORARY LICENSE extension to Sept. 1 was issued to WHLS Port Huron, Mich. last Thursday by FCC, while the Commission continued to ponder the industry opposition aroused by the interpretations of the political-broadcast law which it wrote into its proposed decision anticipating regular renewal for the station [BROADCASTING, Feb. 2, May 10].

The extension was issued pending adoption of a final decision. In oral argument last month, industry spokesmen urged that the station's renewal be divorced from the Commission's controversial but generally opposed views that stations may not censor political talks but will not be held responsible for libel in event of damage suits.

The Commission also extended to Sept. 1 the license of WGOV Valdosta, Ga. pending a decision on a complaint that it censored a political broadcast.

Temporary extensions meanwhile were issued to 22 other AM and FM stations, including:

WJBW Case

WJBW New Orleans, which has been refused renewal because of engineering violations but which is now seeking reconsideration, extended to Aug. 31; Don Lee Broadcasting System's KHJ and KHJ-FM Los Angeles and its television station W6XAO Los Angeles, pending decision on Don Lee AM and FM renewal applications, all extended to Sept. 1; WORL Boston, appealing from the denial of renewal which FCC entered on grounds of misrepresentation of ownership, extended to Sept. 1; WOV New York, an Arde Bulova station up for sale under the duopoly rule and for which two transfer applications are pending, extended to Sept. 1; KOB Albuquerque, also extended to Sept. 1—pending action on (1) its long-pending application for 770 kc, (2) the clear-channel case, and (3) the petition for revocation of its license. (For other license extensions and the reasons given by FCC, see FCC Actions, page 81.)

In the case of WORL, FCC provided, as in the past, for further extensions if the station prceeeds "with diligence" with its appeal. Similarly, further extensions will be granted WOV if the ownership continues diligently with its efforts to dispose of either WOV or its sister station, WNEW New York.

WSPB Sarasota, Fla. and KGIW Alamosa, Col. were given regular renewals to Feb. 1, 1951, while WALB Albany, Ga. was renewed to Nov. 1, 1950.

UNIVERSITY OF Kentucky's educational FM station, WBKY, dedicated its new 2 300-w transmitter and completely modernized studios with open house ceremonies on May 24.

HIDDEN from view of passersby on the street, Eric Tainter (insert), KCKN Kansas City news editor, supplies the mysterious voice for the talking mailbox which puzzled shoppers in the Muehlebach Hotel area during recent observance of the 30th anniversary of airmail service.

QUERIES ABOUT RADIO
Psychologists Give Answers On New MBS Series

WHEN Mutual's new series, *What Makes You Tick?*, takes the air June 6, questionnaires prepared and answered by a board of psychologists will highlight the program. Typical of questions to be aired is a test on public "tolerance of radio."

Queries include these 10:

(1) Do singing commercials annoy you?
(2) Do you think radio lacks educational values, generally?
(3) Does radio lack public service values?
(4) Is radio comedy inferior to that of the legitimate stage?
(5) Does radio use too many cliches?
(6) Do you believe that radio is aimed at the much publicized 12-year-old mentality?
(7) Do you think radio lacks originality?
(8) Does radio cater too much to the tastes of the sponsors?
(9) When a young man or woman asks your advice as to whether or not they should try radio as their career, do you as a rule try to dissuade him or her?
(10) Do you ever believe radio has lost its pioneer spirit?

Table lists two points for an answer of "always," one for "sometimes" and none for "rarely." Overall scale for individual tabulations: 17 or more points, an "extreme intolerance of radio"; 12 through 16, radio must be "on its toes" to please you; 5 through 11, approval of programming but critical of some aspects, and four points or fewer, radio fails as a "prime interest."

Quits 20 Accounts

BURTON BROWNE, president of the Chicago advertising agency bearing his name, disclosed May 20 he has resigned 20 of his largest accounts, including Hallicrafters Inc., "to take the pressure off of me personally." Firm's top account executives—E. W. Stevenson, E. G. Brown, Leon Willcox, Frank Walsh, Jo Adamsson—will take their accounts to other agencies, he said. Five accounts in the electronics field—Jensen Mfgr. Co., American Phenolic Corp., Chicago Transformer Corp., Littelfuse Inc., Ward Products Co.—will be handled by Mr. Browne.

CSC BOARD QUESTIONS FCC EXAMINERS GROUP

FCC EXAMINERS who have Civil Service status were reported last week to have undergone questioning on their qualifications by a board of Civil Service Commission interviewers, but the results are not expected to be made known until late summer or early fall. So-called "non-status" examiners will be interviewed separately. The same procedure is being followed with examiners in all government agencies.

Like all agencies' examiners, FCC's were given appointments last June subject to approval by CSC. Their job is to preside over hearings and prepare recommended or proposed decisions, and appointments, when made permanent, are virtually lifetime. FCC hearing officers with Civil Service status are J. D. Cunningham, J. Fred Johnson Jr., Hugh B. Hutchison, Fanny N. Litvin, Leo Resnick, and Elizabeth C. Smith. Those without status are Jack P. Blume and Jay D. Bond.

Lloyd Lehrbas Appointed New 'Voice' Supervisor

LLOYD LEHRBAS, former AP correspondent and colonel on Gen. MacArthur's staff, was named last week as director of the State Dept.'s Office of International Information [CLOSED CIRCUIT, May 3]. He succeeds William T. Stone, resigned.

In his new post, which he assumes in June, Mr. Lehrbas will head all overseas information operations including the "Voice of America." Mr. Lehrbas' most recent position was editor of the magazine *World Report*.

The BARBERRY ROOM
where RADIO EXECUTIVES meet to enjoy
Expert French Cuisine
19 E. 52nd St., NYC • PLAZA 3-5800

Here's the loudspeaker line that rocketed to stardom!

IN just a few months after deliveries started, the Western Electric line of high-quality, wide range speakers has won a position of undisputed leadership wherever the ultimate in sound reproduction is desired.

All of these speakers combine, to a unique degree, unmatched realism in reproduction with exceptionally small space requirements and ease of installation. With their range of power capacities, you can select just the speaker you want for every sound radiation requirement.

Have you ordered some? Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

755A—8" direct radiator. 8 watts, 70-13,000 cycles.

756A—10" direct radiator. 20 watts, 65-10,000 cycles.

728B—12" direct radiator. 30 watts, 60-10,000 cycles.

754 TYPE—12" high-efficiency direct radiators. 60-10,000 cycles; 15 watts indoor service, 50 watts outdoor.

757A—dual unit system. 30 watts, 60-15,000 cycles.

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Distributed by GraybaR — OFFICES IN 95 PRINCIPAL CITIES

THESE ARE AMONG THE BROADCAST STATIONS THAT ARE USING THE NEW WESTERN ELECTRIC LOUDSPEAKERS

ALABAMA
WAFM Birmingham

ARIZONA
KOY Phoenix
KPSC Phoenix
KTSC Tucson
KYSC Yuma

ARKANSAS
KFPW Fort Smith
KWHN Fort Smith

CALIFORNIA
KBMT San Bernardino
KCRA Sacramento
KFAC Los Angeles
KFRC San Francisco
KGFN Grass Valley
KIEM Eureka
KIEV Glendale
KOWL Santa Monica
KRE Berkeley
KSJO San Jose
KUSC Los Angeles
KUSN San Diego
KWIK Burbank

FLORIDA
WALT Tampa
WCNH Quincy
WDAE Tampa
WDBO Orlando
WKAT Miami Beach
WQAM Miami
WSUN St. Petersburg
WTAL Tallahassee

GEORGIA
WCON Atlanta
WGST Atlanta
WNEX Macon
WSB Atlanta

IDAHO
KFXD Nampa
KWEI Weiser

ILLINOIS
WBBM Chicago
WFRL Freeport
WHBF Rock Island
WIND Chicago
WKRS Waukegan
WMBD Peoria
WOAK Chicago
WSOY Decatur

IOWA
KCBC Des Moines
KDEC Decorah
KDTH Dubuque

KANSAS
KIMV Hutchinson
WREN Topeka

KENTUCKY
WGRC Louisville

LOUISIANA
WAFB Baton Rouge
WCLA Baton Rouge
WTPS New Orleans

MASSACHUSETTS
WBZ Boston
WLYN Lynn
WNAC Boston

MICHIGAN
WELL Battle Creek
WHRV Ann Arbor
WJBK Detroit
WKAR Lansing
WWJ-TV Detroit

MINNESOTA
KAUS Austin
KBTR Minneapolis
KSTP Minneapolis
WCCO Minneapolis
WEBC Duluth
WMIN Minneapolis
WTCN Minneapolis

MISSISSIPPI
WLOX Biloxi

MISSOURI
KHMO Hannibal
KWK St. Louis
KWTO Springfield
WIL St. Louis

MONTANA
KIYI Shelby
KOJM Havre
KPRK Livingston

NEBRASKA
KFAB Omaha
KOWH Omaha

NEW JERSEY
WPAT Paterson

NEW YORK
WJZ New York

NORTH CAROLINA
WDNC Durham
WFMY Greensboro

NORTH DAKOTA
KVOX Fargo

OHIO
WADC Akron
WEWS Cleveland
WHIZ Zanesville
WHIO Dayton
WHK Cleveland
WHKC Columbus
WHKK Akron
WJW Cleveland
WOSU Columbus
WSPD Toledo
WSRS Cleveland Heights

OKLAHOMA
KGLC Miami
KOMA Oklahoma City
KSIW Woodward
KSPI Stillwater
WKY Oklahoma City

OREGON
KALE Portland
KGW Portland
KPFM Portland
KUIN Grants Pass

PENNSYLVANIA
KDKA Pittsburgh
WCAE Pittsburgh
WCRO Johnstown
WHJB Greensburg
WHOD Homestead
WJAS Pittsburgh
WJSW Altoona
WKJF Pittsburgh
WKRZ Oil City
WMBS Uniontown
WMCK McKeesport
WMGW Meadville
WPGH Pittsburgh
WPIC Sharon
WBVP Beaver Falls

RHODE ISLAND
WEAN Providence

SOUTH CAROLINA
WIS Columbia

SOUTH DAKOTA
KELO Sioux Falls
KSDN Aberdeen
KSOO Sioux Falls

TENNESSEE
WHIN Gallatin
WMAK Nashville

TEXAS
KABC San Antonio
KCMC Texarkana
KLEE Houston
KMAC San Antonio
KRLD Dallas
KTRM Beaumont
WBAP Fort Worth
WFAA Dallas

VIRGINIA
WRVA Richmond

WASHINGTON
KBRC Mt. Vernon
KBRO Bremerton
KOMW Omak
KONP Port Angeles
KRSC-FM Seattle
KTBI Tacoma
KVNI Spokane

WEST VIRGINIA
WAJR Morgantown
WCOM Parkersburg
WLOG Logan
WLOH Princeton
WMMN Fairmont
WPDX Clarksburg
WPLH Huntington

WISCONSIN
WATK Antigo
WCLO Janesville
WEAU Eau Claire
WIBA Madison
WJMC Rice Lake
WJPG Green Bay
WKBH La Crosse
WMIL Milwaukee
WOBT Rhinelander
WTAQ Green Bay
WWCF Poynette

Western Electric

—QUALITY COUNTS—

FIFTH POSTPONEMENT FOR TITUS TRIAL SET

FIFTH POSTPONEMENT of the trial of Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, charged with violating the California Corporate Securities Act, was issued in the San Francisco Superior Court May 26. The case has now been scheduled for June 22. Messrs. Titus, Fjellstrom and Husband are principals in North American Broadcasting Service Inc., which was indicted by a San Francisco County Grand Jury in January [BROADCASTING, Jan. 26].

Cause of the fifth postponement was the withdrawal from the case of Attorney Ivan Sperback, who had been representing Mr. Fjellstrom, and Mr. Fjellstrom's subsequent plea for more time to get a new attorney.

Mr. Titus, not in court last Wednesday, was reported to be in New York seeking support for his proposed fifth network, Radio America Inc. [BROADCASTING, May 17]. North American Broadcasting Service was Mr. Titus' first organization looking toward a fifth network. The firm is charged with allegedly selling stock in California without authorization from the State Corporation Commission.

ABC's "Ladies Be Seated" will originate at WIZE Springfield, Ohio, June 14-18 under auspices of Central Ohio Heart Assn. which is raising funds to carry on its work.

RENEWAL of the prewar 3-day Tawas, Mich., Perch Festival brought together this group of Michigan broadcasters. Saginaw Broadcasting Co. broadcast the festival April 24. With the "Radio Car" are (l to r, back row) Robert Holmes, owner of WBCK Battle Creek; Don Good, stand-in for Stanley Barnet, general manager of WOOD Grand Rapids; David Holmes, co-owner of WBCK; Fred Wagenvoord, vice president and general manager of WKBZ Muskegon; Don DeGroot, general manager of WTCB Flint; Ed Wheeler, assistant general manager of WWJ Detroit; I. E. (Chick) Showerman, vice president NBC Central Division; Milton Greenebaum, president of WSAM WSAL Saginaw, host for the group. Front row, l to r, Jo Parker, program director, Bob Phillips, commercial manager Meredith Koerner, chief engineer, of WSAM-WSAL; A. W. (Se Kaney, manager of NBC Central Division station relation J. W. Symons Jr., stockholder in Saginaw Broadcasting C

'Spot' to 'Selective'

SEVENTY-SIX percent of Canadian broadcasters, agency executives and station representatives are in favor of changing name of "spot radio" to "selective radio," according to the results of a mail poll conducted by All-Canada Radio Facilities, Toronto. Replies were received from 30% of letters mailed, 14% of replies agreed there should be a change but did not like the new name suggestion.

FIRST AD OF SERIES

KANAWHA PLAYERS
—RADIO EDITION

THE Kanawha Players,* official State Theatre of West Virginia, chose WGKV for their first switch from stage to studio—a series of nineteen half-hour performances. Why? Because—WGKV and the Kanawha Players are friends—because WGKV and the popular and cultural audiences of Charleston and Kanawha County are friends—and because WGKV gives time, energy, experience and efficiency to its public interest programs as well as its commercial shows.

A great medium to reach a great market, Charleston, Kanawha County—West Virginia's leading market—with $165,000,000.00 in retail sales during 1947.

*Available next fall.

WGKV

NBC AFFILIATE CHARLESTON, W. VA.

Represented Nationally by: Joseph Hershey McGillvra, Inc.

Chicago Ad Club Awards Honors

WGN, the *Chicago Tribune* station, took three firsts and three honorable mentions in the sixth annual Chicago Federated Advertising Club radio competition, it was announced Thursday night. WMAQ and WBBM, owned by NBC and CBS, respectively, took two first awards, WIND one, and NBC and ABC one "special" award each.

Top television prize went to WBKB, the Balaban & Katz station. All of the shows judged were produced in Chicago.

WGN's winners were *Spotlight on Sports* with Jack Brickhouse, *Spencer Allen and the News*, and the *Tom Mix Show*. WMAQ's firsts were *Musical Milkwagon* and *It's Our Turn*, a teen-age show. WBBM's *Report Uncensored* won its tenth award of the year, and the Columbia station also scored with *Housewives' Protective League*. WIND's winner was *Bert Wilson—Baseball*. WBKB's winning television show was *Junior Jamboree*.

The World's Great Novels (NBC) and *Breakfast Club* with Don McNeill (ABC) won the special awards. In addition, first prizes for spot announcements went to Foote, Cone & Belding's *Chuckles*, and *Toni Creme Shampoo*.

Honorable mention went to:

WCFL's *Chicago Symphony Orchestra on the Air;* WENR's *Wanted—A Place to Live;* WGN's *To You, Milady, a Melody, The Northerners*, and *Swinging at the Sugar Bowl;* WBBM's *Everett Holles and the News* and *Melody Lane;* WIND's *Chesterfield ABC Club* with Eddie Hubbard, and ABC's *Adventures of Sky King*.

Jane Foster Comes to Call, produced by the J. R. Pershall Agency, won honorable mention in the TV category, and Foote, Cone & Belding's *Frigidaire* and Mitchell-Faust Advertising Co.'s *Rennet* in the spot announcement group.

KBA SPRING MEETING SET FOR JUNE 25-2

KENTUCKY BROADCASTERS Assn. will hold its spring meeting at the Seelbach Hotel in Louisville Friday and Saturday, June 25 and 26, it was announced last week by Hugh O. Potter, KBA secretary-treasurer.

Highlights of the two day meeting include a discussion on the Standards of Practice by Edward Breen of KVFD Fort Dodge, Iowa, NAB Director-at-Large; address by Wilson Wyatt, ex-mayor of Louisville and prominent attorney on "Your Responsibility on Political Censorship"; address by Carl Haverlin, president of BMI, and a luncheon speech by Bill Lamb of *The Courier-Journal*, speaking on "Kentucky Radio As I See It."

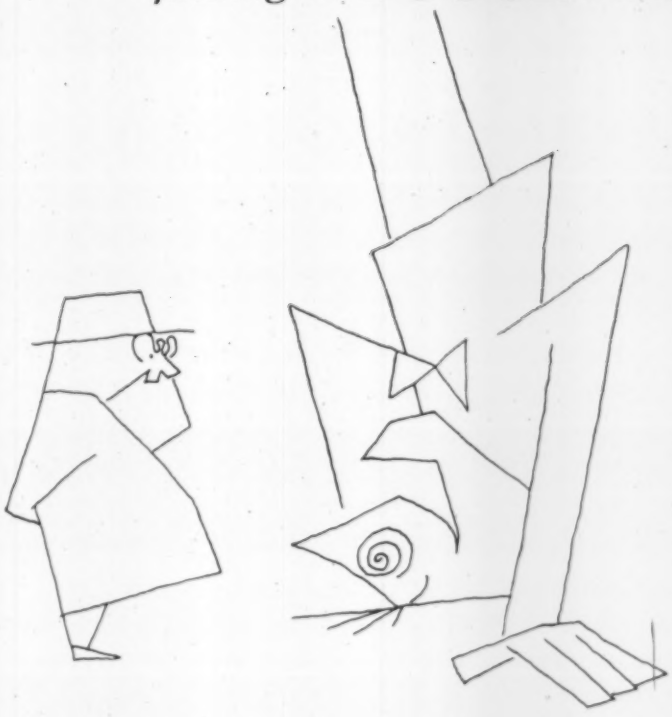
In the notice sent by Mr. Potter to member stations announcing the KBA meeting, suggestion was also made that each station operator contact his Congressman to urge that a question concerning set ownership be included in the next federal census.

WND R

Basic Mutual Network
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg. Al Godwin, General Manager.
Represented nationally by Paul H. Raymer Co.

● *Get the low-cost service that sells the sponsors with star attractions like* **PEGGY LEE, JOHNNY MERCER, STAN KENTON, KING COLE TRIO, JAN GARBER** *and 43 others!*

finding it TOUGH TO SELL SPONSORS?



Whatever or wherever your station, you're missing a real bet if Capitol's Transcription Service isn't working for you.

Capitol gives you big *Hollywood* names in sparkling programs. An almost endless variety of types and formats. And so *skillfully* programmed!

For instance, special voice tracks of the stars enable your announcer to "chat" with them. Special background music for your commercials makes them an integral part of the show.

Even after you've taken the service, Capitol keeps giving. 27 sure-fire program formats each week–enough for 35 hours. And new numbers are constantly added to the basic library of more than 3000 selections.

Ingenious format book, cross indexes and simple files make everything instantly available. Create your own programs if you wish. Quickly and easily.

Why not join the more than 300 stations now using Capitol's service? It's paying off for them. It will pay off for you. Mail coupon now!

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

FREE!

Please send me without cost...
1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name _____

Position _____ Station _____

Street & No. _____

City & State _____

B-531

PROGRAM SERVICE FROM HOLLYWOOD

SKYWAVE QUESTION

Early FCC Action Seen

EARLY FCC action on daytime skywave interference, a problem now snarled in the clear-channel hearings to the confusion of broadcasters, and an announcement clearing up the tower-site problem to some extent, can be expected in the near future, engineer delegates were told at the final session of the NAB Engineering Conference held May 20-21 in Los Angeles.

Among other revelations at an industry - FCC roundtable were these: Wire line service tariffs and interconnection policies of carriers will be reviewed; careful watch is being kept on Mexican use of 540 kc in violation of NARBA, with the matter now at the diplomatic level; FCC is watching sloppy FM operations and stalling tactics. (Highlights of roundtable were printed in the May 24 BROADCASTING.)

Participating in the final engineering session at Los Angeles were:

For the FCC—Commissioner George E. Sterling; John A. Willoughby, acting chief engineer; Cyril M. Braum, chief, FM Broadcast Division; James A. Barr, chief, Standard Broadcast Division; Hart S. Cowperthwait, acting chief, TV Broadcast Division.

For the industry—Neal McNaughten, NAB assistant director of engineering; Orrin W. Towner, technical director, WHAS Louisville; Frank Marx, ABC engineering vice president; Earl Johnson, engineering director, MBS.

With Royal K. Howard, NAB engineering director, presiding, engineering delegates were given a chance to throw questions on all phases of regulation at the Commission representatives.

Tower Site Problem

First question to come up dealt with tower site confusion. Mr. Sterling said the FCC and Civil Aeronautics Administration are working out a uniform policy for towers [BROADCASTING, May 17]. "We're hopeful we can solve the problem once and for all," he said, "though FM and television have made it more acute. We hope to have an announcement in the near future to help broadcasters solve their antenna problems."

Mr. Willoughby said tower problems are not cut and dried propositions. "Give us a problem and we'll work it out," he said. Mr. Marx added that CBS had been able to get an answer in every case, though some compromises have been necessary.

When Rex Howell, KFXJ Grand Junction, Col., asked about unattended operation of FM transmitters at inaccessible locations, Mr. Sterling said the FCC had never faced the problem. Mr. Braun recalled cases where stations desire to put an exciter unit at the foot of a hill with amplifier at the top, but with operators on duty.

Mr. Sterling cited the FCC rule on studio-transmitter links and intercity relaying, where unattended stations are permitted. The law is specific in requiring licensed operators for broadcast stations, he said.

Mr. Towner said there was some confusion over rule 3.406 on identification of stations in test periods when there is no provision for standby announcers. Mr. Barr, noting that the rule is now 3.287, said announcement is required each 30 minutes but conceded a reasonable view should be taken of signals only a few seconds in length.

Complaints on Operation

Several complaints about "sloppy FM operations" were made by delegates, who took the view that such tactics were unfair to good operators and damaging to FM.

The FCC has standards, Mr. Braum said, but leniency is granted in some cases. Periodical measurements will be required to insure proper maintenance of technical equipment, he said, adding that some records and transcriptions with high noise level sound worse on FM than AM. The Commission has no recording standards but hopes stations will use good reproductions, he said.

Abolition of special temporary authorizations would throw three-fourths of FM stations off the air, Mr. Braum said. Many can't operate full power, he said, and noted FCC inspectors don't examine these stations. "I don't know that would be a cure," he said. "Maybe we should do it."

Earl Cullum, consultant, said stations should have monitors since many are swinging too much and are "horrible." He said they are hurting all FM outlets. Mr. Braum said monitors and amplifiers are still in short supply but the problem is disappearing.

On complaint from delegates about lack of a wire service between Class C and A, Commissioner Sterling said he felt the whole AM, FM and TV tariff problem should be wrapped into one package for hearing. If broadcasters ask a hearing, FCC will entertain the idea, he suggested. He added there is no use of having engineering standards and then having programs degraded by lack of wire facilities if available at a rate broadcasters can meet.

The idea of using STL equipment for AM was suggested. Mr. Sterling said the FCC has no firm policy on the matter but an AM broadcaster who could make a good case might get permission. Mr. Braum said the STL policy was designed to insure a dependable circuit for FM.

With 940-952 mc available, the FCC may find room in the 890-940 mc diathermy band for more STL service, it was suggested, since diathermy is not likely to interfere seriously.

Mr. Marx pointed out that AT&T tariffs do not permit tie-ins to circuits of other carriers. "Will the FCC provide for interconnection among carriers?" he asked.

Commissioner Sterling said an answer must be found. "I don't know if it is within the purview of the Communications Act for the Commission to assume any authority over this interconnection," he said. "The issue will come before us. I hope we will reach a decision."

Asked about TV satellite stations, Mr. Sterling said the FCC has received many inquiries but has no policy. "I would like to see experimental requests," he said, proposing the high band might be used for such service. Mr. Cowperthwait added that the main thing is to see if it fits into the allocation plan.

Example Cited

In a discussion of signal-to-noise ratio, Mr. Sterling recalled that former Commissioner E. K. Jett, now radio vice president of the Baltimore Sunpapers, is able to receive broadcast two TV signals from Washington stations, about 40 miles away. Proximity of antennas in particular areas is not a serious problem, it was indicated, though Mt. Wilson crowding was a cause of concern.

Answering a NARBA question, Mr. Sterling said the FCC protested strongly at use of 540 kc by Mexico in direct violation of the Atlantic City convention.

The State Dept. is handling the matter now, he said. Mr. Barr said suggestions had been made that

(*Continued on page 74*)

WJZM COVERACE MAP

- RADIO HOMES SERVED 27,400
- CLARKSVILLE POPULATION 18,200
- POPULATION IN AREA COVERED 175,766
- ANNUAL RETAIL SALES *$55,262,000
- EFFECTIVE BUYING INCOME *$84,571,250

* Based on Sales Management Magazine "Survey of Buying Power" May 10, 1947

CONLAN SURVEY PROVES

40.4% MORNING—49.4% AFTERNOON—28.8% EVENING

Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM **WJZM** CLARKSVILLE, TENN.

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

KSO does it again

Des Moines Register, Mar. 21

CLOSE RACES DEVELOP FOR CITY OFFICES

Candidates in Last Week of Campaign.

Hot as the fight may be between Walter J. Massey, seeking his second safety term, and M. J. Bennett, surprise winner of the other nomination, it apparently isn't going to involve many face-to-face clashes.

Massey, who came to Des Moines 41 years ago as an orphan lad and later established a successful piano business, is taking his campaign to the voters by talks at public meetings and other traditional methods.

Uses Radio.

Bennett thus far has done most of his campaigning by radio, as he did in the primary. Radio is Bennett's forte for that has been his business for years.

His disk-jockey programs began here three years ago when he came to Des Moines.

MR. M. J. Bennett, KSO disc jockey, March 29th was elected Safety Commissioner of the city of Des Moines. Mr. Bennett, radio's famous "M.J.B.", emcees two record shows, conducted practically his entire campaign for office on KSO . . . long Des Moines' result-producing station.

Sales results are usually the final results of correct media buying. Results are nothing new to KSO. Advertisers in the Des Moines market have long been accustomed to the audience loyalty and result-producing power of KSO.

KSO DES MOINES 5000 WATTS

BASIC COLUMBIA STATION FOR CENTRAL IOWA

MURPHY BROADCASTING COMPANY KINGSLEY H. MURPHY, President

HEADLEY-REED CO., NATIONAL REPRESENTATIVES

WBAL Stars Also Sh

"OPEN HOUSE" with AL ROSS, GLORIA HALLIDAY and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio as well as NBC television network.

WBAL'S MOLLIE MARTIN is now to women on WBAL-TV. She is on evening. She is shown explaining ha Bonnel.

"BALLET BY NICHOLOFF" is one of the features of WBAL-TV. Michael Nicholoff, former solo dancer with the Anna Pavlowa Company is ballet counselor of WBAL-TV. Ray Williams, assistant to Mr. Nicholoff, is shown with two dancers in an original ballet number for WBAL-TV.

THEODORE R. McKELDIN, former WBAL-TV commentator. His progr each Friday on WBAL-TV. Other "This Town of Ours."

Shine on . . .

ision star with programs of interest
tess on "House Party" each Friday
it is to iron to Miss Proctor and Miss

WBAL TALENT began rehearsals before the television cameras in August, 1944.

When WBAL-TV took to the air on March 11, 1948—"know how" and superb facilities paid off in smoothness of operation for the thirty-five studio programs that originate in WBAL-TV's studios each week. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in television are on WBAL-TV.

WBAL-TV • NBC Affiliate • 2610 N. Charles St., Baltimore, Md.

of Baltimore City, is a WBAL and
Keldin Comments" is seen and heard
nent Baltimoreans are presented on

WBAL CHORAL GROUPS are successfully presented over WBAL-TV. Under the direction of Choral Director Dr. Allan Dash, the WBAL chorus of forty voices (shown above during rehearsal) and the B & O Glee Club of 100 male voices are presented regularly. The Catonsville Chorus also has a place on WBAL-TV's schedule.

Editorial

Caesar's Chronology

WE HOPE our deep concern over the peregrinations of Jimmy Petrillo won't be misunderstood. Now that Jimmy has turned in his brass knuckles for the speaker's rostrum, we deem it more important than ever to continue our chronology of his life and conquests.

Last week he stepped into Washington's elite. He was host at a gigantic symphony concert, glamorized by the presence of soloist Gladys Swarthout, paid for out of the record and transcription royalty funds of AFM. In his audience was President Truman.

The concert was wonderful. Jimmy stepped from the wings at intermission. He told the story of the free concerts. He deeply lamented their discontinuance when the present $1,700,000 kitty is exhausted because—he emphasized—with a knowing look in the President's direction, the Taft-Hartley Act outlaws future collections.

You'll admit that's a unique setting for Jimmy in his unspoken quest to get the 1909 Copyright Act amended to give musicians an automatic performing right or royalty in all records and transcriptions produced.

We're just wondering whether Jimmy, by virtue of this activity, should register under the Lobbying Act.

War's Radio Legacy

THE DEATH of a young man always seems especially unkind, even more so when it occurs, as did George Polk's, under circumstances difficult of explanation.

The question of responsibility for the murder of the 34-year-old American radio correspondent in a distant war deserves the full investigation which the State Dept. and CBS have promised. But a larger question is involved. Whose is the responsibility for protecting correspondents everywhere that war is raging to insure that the largest possible measure of truth reaches America?

The responsibility for survival of American correspondents covering the kind of combat that prevails in Greece and Palestine belongs primarily to the correspondents themselves.

But such U. S. missions as exist in combat areas also owe a responsibility—to extend wise counsel to correspondents, without attempting to influence their individual opinions.

It has been reported that some U. S. correspondents have been criticized and perhaps impeded in their work by American government representatives whose attitudes did not match those of the newsmen. This, if it exists, is censorship by indirection, and any government official who is guilty of it is also guilty of shirking his responsibility.

It is said that George Polk may not always have supported the belief that the Athens government was a pure democracy, an impression which some members of the U. S. mission to Greece have been at pains to spread. Whether George Polk's death was ordered because of his beliefs we do not presume to know, nor do we know what if any advice he had received concerning his projected trip to interview the rebel leader Markos.

But if investigation shows that Mr. Polk was murdered because he wrote and talked as he pleased, more has been lost than a trussed body in Salonika Bay. The American radio and press will have lost a singularly important freedom.

Madam Commissioner

IN THIS election year's home stretch, President Truman has executed a coup that must have the Republican opposition in a tizzy. Out of the patronage hat he has pulled the name of Miss Frieda B. Hennock, lady barrister of New York, for membership on the FCC. She is a lady high in party councils from a state where the distaff vote is critical.

Despite the obvious political complexion of the appointment, Mr. Truman lands neatly on his partisan feet. That is because Miss Hennock, based on all available reports, is as competent and talented a lawyer as she is an able and comely party worker. She is described as a middle-of-the-road Democrat who has run the gauntlet of legal practice from the police courts to a partnership in one of New York's most venerated and respected firms.

Consternation in Republican circles is apparent. The Republican majority probably would prefer to let confirmation ride until Congress adjourns in mid-June. But the Republicans have attacked the Truman administration for the paucity of women in high public office (there are only four holding Federal policy status). The vacancy on the FCC to be created by the retirement June 30 of Left-Winger Clifford J. Durr of Alabama, is a Democratic one.

There are other factors. It's our guess that, had a man of identical background and qualification been nominated, the Senate Interstate Commerce Committee would have no compunction about letting it lapse in this campaign year. There's the aspect of chivalry, plus the question of the political wisdom of rejecting or by-passing a woman on a "seven-man" agency.

Once before the President seriously pondered appointment of a woman to the FCC, but that was to a Republican vacancy. He had about made up his mind to name Marion E. Martin, ex-assistant chairman of the Republican National Committee, to the post subsequently filled by Commodore E. M. Webster in early 1947, after women's clubs besieged him to appoint Miss Martin because women "make up the majority of the daytime audience but have no voice on the FCC." It was just as misguided as that. The President finally was sold on the need of one familiar with the technical, scientific and regulatory aspects of communications, and not a militant club-woman who might regard service on the FCC as a droll experience.

Miss Hennock, we judge, does not fall in the "club-woman" category. She does not have a background in communications or radio, other than as an attorney handling litigation or investments in the New York practice. The President, evidently bent upon a female appointment, might well have considered others who are qualified and informed in communications. We have in mind such personages as Bernice Judas, who has enjoyed such phenomenal success as manager of WNEW New York; Fanny Neyman Litvin, recently rewarded by the FCC with appointment as an attorney-examiner after years of exemplary service as a lawyer; ex-WAC Col. Oveta Culp Hobby, co-publisher of the *Houston Post*, which owns KPRC, and Betty Smith, FCC attorney-examiner.

It isn't sure-fire, of course, that Miss Hennock will be confirmed. But all signs of the political zodiac, plus the more practical consideration of the woman's voice, irrespective of partisan fealty, point that way.

After 21 years of man-to-man slugging, it's going to be a bit awkward to address "Madam Commissioner." We're persuaded to the reluctant conclusion that it's no longer a man's radio world.

Our Respects To—

FRIEDA BARKIN HENNOCK

FRIEDA B. HENNOCK, who will be the newest and easily the prettiest member of the FCC—if the Senate confirms her nomination—is a feminist who has risen to the top of a formidably male profession—corporation law.

Weighing the matter judiciously, she says she has had to work doubly hard to win many of her cases, being a woman, although she concedes that there is no longer much active prejudice within the legal brotherhood against her sex.

In radio, a field that has always "thrilled and intrigued" her, and one which wholeheartedly woos the women of the land, Miss Hennock finds a pursuit in close harmony with her own interests. The mere prospect of being the first woman member of the Commission in 21 years of regulatory history does not intimidate her; she has been accustomed to trail blazing for the distaff side.

Active in New York city and state politics, Miss Hennock regards politics as synonymous with good government in our democracy. Friends describe her as a "middle of the road" Democrat, with a philosophy of government-industry relationship which departs from the extreme. Thus, it is presumed her views would be diametrically opposed to those of Comr. Clifford J. Durr, Alabama Democrat whom she would succeed next June 30 for a seven-year tenure.

In 1941 Miss Hennock joined the New York law firm of Choate, Mitchell & Ely as a partner, and became the first woman member of the firm in its 140 years of existence. She became eligible to vote and to practice before the New York bar in the same year—1926. Miss Hennock at that time was the city's youngest woman lawyer.

At the start of her career she handled criminal cases as well as those involving civil law. She gave up criminal practice after a few years, however, because of the emotional drain which began to threaten her health, she says. For four years before joining Choate, Mitchell & Ely—from 1935 to 1939—she was assistant counsel to the N. Y. State Mortgage Commission, up to now her only public post.

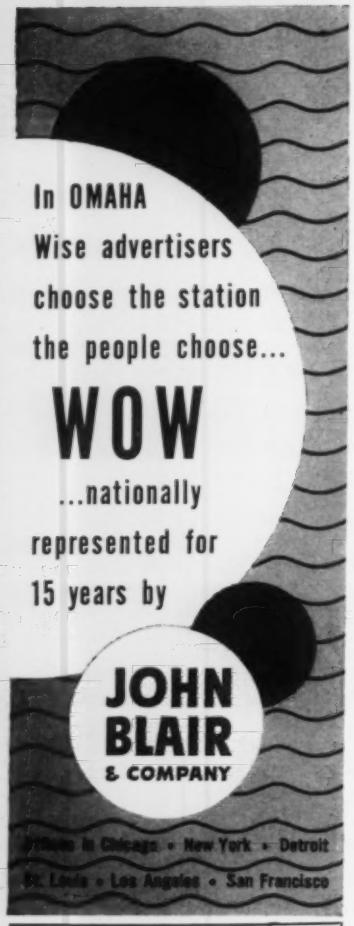
Miss Hennock was born in Kobel, Poland, "about 43 years ago," the youngest of eight children. Brought to the U. S. at the age of six by her Jewish parents, both of whom are since deceased, she has lived in New York ever since. She was educated in the public

(*Continued on page 46*)

THERE'S MAGIC IN MUSIC Good music, like magic, draws its listeners to it . . . keeps them coming back for more . . . molds them into an appreciative and highly responsive audience. More than half a million families in and around New York are such devoted lovers of the fine music they hear on WQXR and WQXR-FM that no other station can reach them so compellingly. More and more advertisers are increasing their sales through the magic of good music among these families that form the most inviting segment of this biggest and richest of all markets. For greater sales use WQXR and WQXR-FM . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

. . . and WQXR-FM
Radio Stations of the New York Times



DON'T READ THIS IF YOU'RE RICH!

You wouldn't be interested.

But if you're a wide-awake time buyer, if you're concerned with the advertising and sales planning of a progressive business, you'll want to know about WMC and WMCF.

People in Memphis, the hub of a two-billion dollar market, look to WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television).

With 5000 watts day and night, at 790 kilocycles, WMC is your best bet for maximum effective coverage.

Get the facts from the nearest Branham man.

Respects

(*Continued from page 44*)

schools of the Bronx and took her degree from the Brooklyn Law School. She returned there to teach during 1937.

No joiner, Miss Hennock is nonetheless a tireless laborer for "causes." One which has occupied much of her scanty free time is the National Health Assembly. She was a member of the executive committee which met in Washington early in May to plan a ten-year public health program requested by President Truman.

In Democratic Party ranks, she is credited with valued service in state and national campaigns. She emphasizes, however, that her political interests lie in the direction of public service rather than toward a single candidate or bloc. Actual news of her appointment was as much a surprise to her as it was to almost everyone else, Miss Hennock says. She got the formal word in a phone call from the White House to her Manhattan apartment at 77 Park Ave. on Saturday, May 22.

Blonde, fast-talking, charming, the lady commissioner-nominee refers to herself as "just a stuffy corporation lawyer," but with a smile that shows she knows she isn't. Her friends cite her with some amazement as a highly successful career woman who is well-liked by other women. She has a lively interest in the theatre, and in music, particularly chamber music. She has played the piano since she was five. Her reading taste leans toward non-fiction; at the moment it's Winston Churchill's war memoirs. Fond of travel, she visits Europe whenever possible, and spent part of last winter in Mexico. Her favorite sports are golf and swimming.

Knows Washington Well

Although she has never practiced before the FCC or the Supreme Court Miss Hennock is no stranger to Washington. She has been a frequent visitor to the capital on business for her firm's clients, which include the duPont interests, and J. P. Morgan & Co.

A woman of intense and lasting enthusiasms, she regards her debut in radio circles as a logical culmination of her devotion to public service dating back to the Twenties, when she made her first courtroom appearances under an arch of raised eyebrows.

Her regrets at the prospect of leaving the quiet company of Choate, Mitchell & Ely for the FCC bench are not financial, Miss Hennock says, even though the $10,000 yearly stipend is considerably less than her average income. No matter how pressing work became, tea was always served at 4 at Choate, Mitchell & Ely. She doesn't know if there will be time for tea in Washington.

OWNERS of WTYC Rock Hill, S. C., are (standing l to r) O. Frank Thornton and W. G. Reid. W. E. Williams (seated) is manager. The 1-kw daytime station opened May 2 on 1150 kc.

On All Accounts

(*Continued from page 12*)

recent months with plans for a national research program being undertaken by member stations of the Canadian Assn. of Broadcasters. He presented the plan at the 1948 CAB convention at Quebec, following an earlier presentation at the Toronto Radio Executives Club. The survey is to deal with detailed family listening habits, and a large committee, headed by Gordon, is now at work on it.

Gordon and Midge have a son and daughter, Jon and Elizabeth, and, when not busy after working hours with his still young family, Gordon likes to relax at the piano, read about four books a week, play some tennis and golf, and do some fencing, at which he considers himself competent. He is one of the tallest and, at 30 years, probably youngest agency radio director in Canada.

'Makers of Destiny'

RELEASE DATE for *Makers of Destiny* [BROADCASTING, May 24] has been set for June 10. Announcement was made last week by Edwin W. Hullinger of Hullinger Productions, Washington.

Management

MRS. MARCIA DAVENPORT has been appointed manager of WTWS, new station at Clearfield, Pa.

MBS PRESIDENT EDGAR KOBAK will address the Assn. of Advertising M... June 1, 7:30 p.m., on "Are There T... Many Ambitious Men in Advertisin..." Meeting will be held in Ben Franklin Hall of New York Advertising Club.

AMON CARTER, head of WBAP Fo... Worth, Tex., has been re-elected chairman of board of Southwestern Exposition and Fat Stock Show.

DON F. HOLADY, FCC field engineer attached to Dallas office, has been admitted to practice law in state of Texas. Mr. Holady is veteran of 18 years in radio, associated with KVSO Ardmore, Okla.; WDAY Fargo, N. D.; WMIN St. Paul, and KRMC Jamestown, N. D. ... for past 8 years has held office of field engineer with FCC in Washington.

BILL BRYAN, manager of KMHU Muskogee, Okla. (new station to begin operation in June), has been chosen vice president of Oklahoma Jr. Chamber of Commerce at annual convention. Other radio executives elected were: **JAMES L. TODD**, manager of KSIW Woodward, elected northwest regional vice president, and **NEIL ASHLOCK**, commercial manager of KSWO Lawton, who was named southwest regional vice president.

R. G. McBROOM, general manager of KFIO Spokane, has been elected to Spokane Better Business Bureau's board of directors.

REP. LYNDON JOHNSON, whose wife is owner of KTBC Austin, Tex., has opened his campaign for U. S. Senate, via broadcast via KTBC and 16 stations in Lone Star chain.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., has been elected a director of Advertising Club of Worcester.

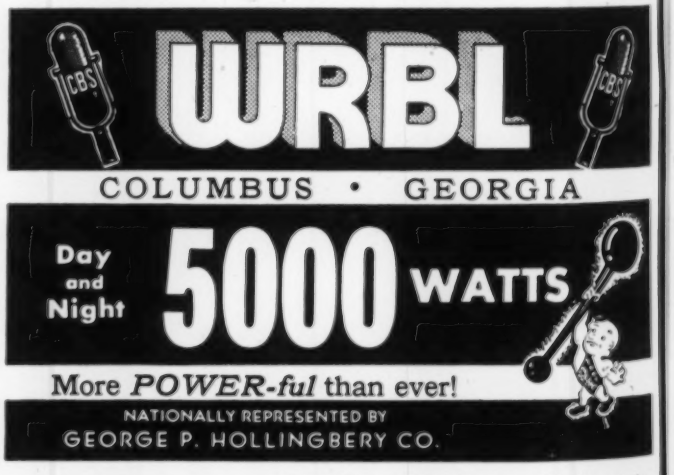
CHARLES G. BURKE, general manager of KFGO Fargo, N. D., has been appointed to publicity committee for Salvation Army drive for new citadel in Fargo.

IRVING E. ROGERS, president and treasurer of WLAW Lawrence, Mass., has been reelected member of board of governors of New England Daily Newspaper Assn., and **WILLIAM F. LUCEY**, business manager of WLAW, was elected president. Mr. Rogers and Mr. Lucey also are publisher and business manager, respectively, of "Eagle-Tribune."

KEN SOBLE, owner-manager of CKOC Hamilton, has been appointed a member of award jury of Assn. of Canadian Advertisers for annual awards for greatest service to Canadian advertising in 1948. He represents Canadian Assn. of Broadcasters on eight man jury.

WILLIAM J. BEATON, general manager of KWKW Pasadena, Calif., is the father of a boy, William J. Jr., born May 20.

KJR Seattle has appointed Hiddleston, Evans & Merrill, that city, to handle advertising.



Are you missing a bet on one of these WJZ shows?

MR. PRESIDENT Sunday 2:30 PM, EDST. Thrilling, human, inside-the-White House dramas. From Hollywood, starring M-G-M's Edward Arnold. Plenty of action and suspense with a patriotic flavor.

ABBOTT AND COSTELLO Wednesday 9:00 PM, EDST. Smack-dab in the middle of all-star Wednesday night with top ABC network shows preceding and following. This consistently high-rated show available at *local* rates for a New York sponsor.

GEORGE PUTNAM Sunday 12:00 Noon, EDST. Rating up 328% in 3 months! That's the phenomenal story of Newscaster Putnam. With the highest rating of any news show in this slot, Putnam is still soaring.

These are just a few of the top-notch programs available on:

WJZ NEW YORK'S *first* STATION
30 Rockefeller Plaza

Radio's most brilliant dramatic half hour!

"Favorite Story"

STARRING **MR. RONALD COLMAN**

EXCLUSIVE **IN NEW YORK ON WJZ**

Sundays 4:30 PM EDST

WJZ has a real buy for a New York sponsor! The coast-to-coast hit FAVORITE STORY is available on an exclusive basis in New York —at regular local rates! It's a superb show, with "the man of the year," Academy Award winner Ronald Colman, as Host and Narrator! Each week he brings to exciting life a story chosen by such famous names as Ingrid Bergman, Deems Taylor, Fred Allen, Irving Berlin. In many of these selections, Mr. Colman himself plays the leading role. Other feature players who appear are stars in their own right...Vincent Price, Benita Hume, John Beal, Lurene Tuttle, Lionel Stander, Edna Best, Howard Duff, Janet Waldo...a list sparkling with stellar names. FAVORITE STORY is under the editorial guidance of George Palmer Putnam, noted author and publisher. Its producer, Fred Ziv, just won the City College Annual Award! The show has already *proved* in other cities that it can do a big sales job for local sponsors...in addition to the good will and prestige it builds for local sponsors. What's more, it has beautiful promotion and merchandising possibilities. All this—and Ronald Colman, too... at local rates! Call WJZ or your nearest ABC Spot Sales office right now for full information on FAVORITE STORY, Sundays, 4:30-5:00 PM, EDST. (Beginning May 23 on WJZ.)

MARTIN STRESSES NEED OF FREE RADIO, PRESS

AMERICA'S freedom is dependent on the alertness, aggressiveness and freedom of its radio and press and would cease to exist without these attributes, Speaker Joseph W. Martin Jr. (R-Mass.) said in Chicago last Tuesday in a luncheon address before members of the Inland Daily Press Assn.

Devoting most of his talk to a report on the record of the 80th Congress, the House leader touched briefly at the outset on the subject of free speech. "An alert and aggressive press is the most powerful influence for dispelling public indifference to the affairs of government," Speaker Martin said. "When America ceases to have a free press and a free radio, America ceases to be free."

L.A. Ad Women Hear Talk By FC&B Board Chairman

DON BELDING, chairman of board, Foote, Cone & Belding, Los Angeles, spoke on "Results of Campaign for Economic Education of American People" at May 26 meeting of Los Angeles Advertising Women Inc. at California Club, Los Angeles.

Other speakers included Norton Mogge, president, Mogge-Privett Inc., Los Angeles; John D. Roche, head of John D. Roche Inc., same city, and Harry Lubcke, television director, Don Lee Broadcasting Co.

NOW IN A *NEW* EDITION

Completely revised and enlarged

WORLD WORDS

RECOMMENDED PRONUNCIATIONS

By W. Cabell Greet

The standard reference for anyone who reads and talks about the news. Accepted pronunciations of 25,000 names and places in the news —twice as many entries as before. *Phonetic spelling. New and old place names.*

Second Edition
$6.75 at bookstores
COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27

WJRD Tuscaloosa, Ala., and non-radio affiliated newspaper, "The Tuscaloosa News," combined efforts May 4 to present complete election returns. WJRD cancelled all commercials after 6:30 p.m. and originated broadcasts from editorial department of the paper. L to r: Eugene P. Weil, general manager of WJRD; Buford Boone, publisher of "The Tuscaloosa News"; Al Davis and Paul Raymon, WJRD announcers, and Lee Rector, WJRD chief engineer. Station May 16 boosted to 5 kw power

Y&R 25th YEAR

Firm Has 61 Clients, 1,000 Employes

YOUNG & RUBICAM, New York, celebrated its 25th Anniversary this month. The agency, which started in 1923, has 61 clients with an estimated billing of $65,000,000 yearly. Thirty-seven of them have been with the agency for more than five years; ten for more than ten years; another ten for more than 15 years and four for more than 20 years.

Sigurd Larmon, president, has been with Young & Rubicam since 1929. The agency has more than 1,000 employes, 28 of whom are vice presidents. Fifty-one of the employes have been with the firm for more than 18 years.

Indicative of Young & Rubicam's value to some of its clients is the General Foods sales picture. In 1924 the firm's sales totaled about $24,000,000 whereas in 1947 they had increased to $407,000,000.

Another account, Cluett, Peabody & Co., which had an operating profit of $789,090 in 1931 when the company became a Y&R client, was reported in 1947 to have an operating profit of $3,326,309. In the 15 years that Gulf Oil has been with Y&R its sales increased from $182,000,000 to $798,000,000.

Hunt Foods Inc. of California a Y&R client since 1945, increased its advertising appropriation from $750,000 in 1946 to $1,500,000 in 1947 and $2,500,000 in 1948. Sales for 1945 were $15,000,000; for 1947 the figure was $46,000,000.

Last Monday, each employe was given a $25 Savings Bond to commemorate the agency's silver anniversary.

Gros and Farlow Elected S. F. Ad Club Officers

Mr. Gros

Mr. Farlow

ROBERT R. GROS, publicity and advertising manager of the Pacific Gas and Electric Co., San Francisco (public utility), is the new president of the San Francisco Advertising Club.

Newly-elected vice president is Arthur C. Farlow, vice president and Pacific Coast manager of J. Walter Thompson Co.

Re-elected were Harry F. Borden, general manager, Pacific Neo Gravure Co. and Borden Printing Co., treasurer, and Louis Landis, Louis Landis Agency, secretary.

Among the new directors are: Philip G. Lasky, vice president and general manager KSFO San Francisco, and F. Lowell Garrison, manager radio and television sales, General Electric Supply Corp.

TV Future Cited In Talk by Woods

MARK WOODS, president of ABC, declared in San Francisco May [illegible] that KGO-TV will begin television service covering the San Francisco Bay cities by December. He spoke before a World Trade Week luncheon in the Fairmont Hotel.

KGO-TV, operating from the Mt. Sutro-Twin Peaks site recently purchased by ABC for $100,000, will utilize a tower 500 feet above the ground and 1360 feet above sea level. It will have an effective visual power of 30 kw.

Mr. Woods also revealed the ABC's future plans include consolidation of KGO's AM, FM and television offices and studios, possibly in the first building of the proposed San Francisco World Trade Center.

The ABC head stated:

"Television is destined to be the greatest system of communication ever devised by man. . . . The technical progress being made in television is much faster than that made in radio broadcasting. Within the foreseeable future we will have portable television sets, possibly powered by capsules of atomic energy; we will have international television broadcasting; we will have networks of television stations covering the United States from coast to coast."

He predicted that television and sound broadcasting will continue to march forward, with neither halting the other.

New Firm Planning TV Counterpart of 'Vox Pop'

VOX POP FILMS has been formed at 515 Madison Ave., New York, by Parks Johnson to produce a television counterpart of the *Vox Pop* series, of which Mr. Johnson is an m. c.

The video package will be filmed while the radio series is broadcast in the U. S. and abroad. *Vox Pop* is a man-on-the-street type program, heard Wednesdays, 8:30 p.m., on ABC.

Associated with Mr. Johnson in the new firm are Warren Hull, m. c.; Herb Moss, producer; Bob Willis, director, and Harry Ackerle, agent.

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB

KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

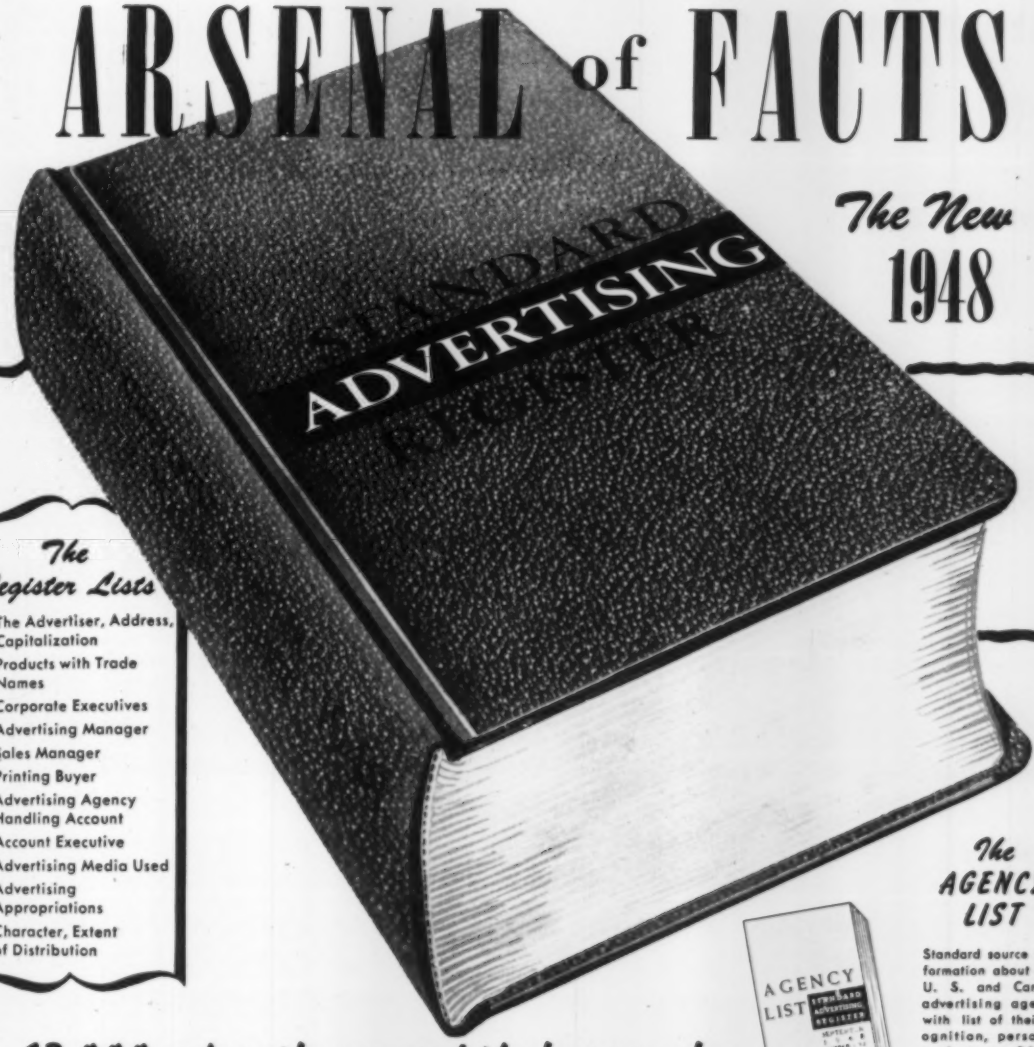
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO.

for aggressive advertising-intensive selling

You need this

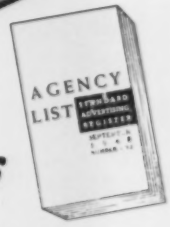
ARSENAL of FACTS

The New 1948



The Register Lists

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution



The AGENCY LIST

Standard source of information about 2,000 U. S. and Canadian advertising agencies with list of their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

13,000 advertisers and their agencies

When you want basic sales facts instantly about the Companies and their Agencies who spend 95% of every national advertising dollar — facts to help you plan your advertising and selling for profit — you need the 1948 STANDARD ADVERTISING REGISTER.

All in one volume, cross-indexed for ready reference, all 13,000 Companies with executive personnel, 12,000 brand names, 47 product groups, indexed by 82 classifications. Here are the facts you need to analyze your competition, or solicit the Advertiser or Agency by person or mail.

330 WEST 42nd STREET
New York 18, N. Y.

NATIONAL REGISTER PUBLISHING CO., Inc.

333 N. MICHIGAN AVENUE
Chicago 1, Illinois

WBBM GETS

★Styles in modern melody are modeled by the WBBM orchestra, vocalists and guest stars. Styles in clothes are brilliantly described by Wieboldt's fashion expert, as models parade the talked-about fashions before a WBBM studio audience.

GETS RESULTS YOU CAN BANK ON...

Like this: Wieboldt's—leading Chicago department store—wanted to move more merchandise. They turned to WBBM. WBBM turned out "Melody Lane."* And "Melody Lane" turned out these results:

SALES: *$14,000 worth of hose in September! $6,000 worth of men's jackets in October! $9,000 worth of coats in November! $4,600 worth of blouses in a four-day period in December! A total of $33,600 worth of WBBM-sold special items in three typical months!*

LAURELS: *First place in the National Retail Dry Goods Association contest for the most effective large-store radio advertising in the nation! First award by the Chicago Federated Advertising Club for the best locally-produced nighttime variety show!*

After three years of sponsorship, Wieboldt's told the NRDGA: "'Melody Lane' is not merely *sponsored* by Wieboldt's... it IS Wieboldt's. It is a splendid medium for selling specific items of merchandise, as well as being one of our best investments in public relations and good will." It's still another reason why... **WBBM HAS BEEN CHICAGO'S MOST SPONSORED STATION FOR 22 YEARS!**

Like all WBBM-built programs, "Melody Lane" delivers high returns at low cost. Building sales—scoring *measurable* results—is a WBBM habit. Has been for the past 22 years. That's why advertisers place more business on WBBM than on any other Chicago station. That's why *YOU* belong on WBBM.

Chicago's Showmanship Station • 50,000 watts • Columbia Owned **WBBM**

Represented by Radio Sales
Radio Stations Representative... CBS

KBIM
KBIW

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

It's
630
in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC · 5000 WATTS · FULL TIME

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

[Editor's Note—BROADCASTING accepts with thanks the following letters referring to the article "Tax Free Threat—Co-op Stations a Problem." Information contained in the article came from the National Tax Equity Assn.]

Co-op Story Comment

EDITOR, BROADCASTING:

On page 200 of the May 17 issue of BROADCASTING there's a yarn slugged "Tax-Free Threat." Rural Radio Network is mentioned in that yarn and by inference, at least, the reader gathers that RRN is a tax-free setup and, as such, a threat to this, that and the other.

Since I was responsible for the first yarn anent RRN I'm going out of bounds to ask you to please dig out that first story. You'll note that RRN "will function as a profit-making corporation and will pay federal and state taxes in the usual manner."

In other words, RRN is no "tax-free threat" to anyone.

Somewhere some shmo snafued something and that's okay, since it happens in the best of setups. This note is just to clear the record.

And, for what it's worth, you may or may not know that the National Tax Equity Assn. mentioned in that yarn is the outfit that's been fighting co-ops.

Lou Frankel
WHCU Ithaca, N. Y.

* * *

EDITOR, BROADCASTING:

In the May 17 issue of BROADCASTING, you published an article "Tax-Free Threat—Co-op Stations A Problem" which assumes that WCFM, the station of Cooperative Broadcasting Assn. will have a tax preferred position when it goes on the air this fall. This is a misconception, because WCFM will have no tax advantage over any competitor. Consumer cooperatives like WCFM receive no special treatment in the tax laws. The only way they can avoid income tax on profits is not to have profits. This they may accomplish by paying back to customers in the form of "patronage rebates" a part of their collections from the sale of goods. Such rebates must be paid to all customers alike in proportion to purchases. However, since the stockholders of a consumer cooperative ordinarily furnish a large part of their cooperative's patronage, they normally gain a substantial benefit from patronage rebates.

In the case of WCFM, however, its stockholders are listeners, who like other listeners pay nothing for the broadcasting service they receive. Consequently they are not in a position to receive patronage rebates and have nothing to gain by voting such rebates. Instead, they have adopted the policy of retaining in the business all earnings in excess of 6% dividends on stock, the maximum the law allows. The cooperative has given its pledge to the Federal Communications Commission to use all such excess earnings for the improvement of its facilities and programs.

Both the amounts as paid out as dividends on stock and the amounts retained in the business for improvement of facilities and programs will be subject to income and profit taxes in the same manner and to the same extent as the earnings of other business corporations.

WCFM considers itself not a threat, but an integral part of the industry. The cooperative method has been used very effectively in different fields of radio (especially by the networks) and this cooperative station attempts only to use the cooperative approach from a different angle, namely that of the listener.

This cooperative station strives for the fulfillment of the American system of broadcasting which places its greatest emphasis on the fact that the financial success of a station has to go hand in hand with the building of large audiences, giving the great masses of the listeners the type of programs they want.

H. F. Kern
Manager
WCFM Washington, D. C.

* * *

EDITOR, BROADCASTING:

Your May 17 issue of BROADCASTING Magazine states that—"Its (WRFD) earnings will escape full payment of federal income taxes which must be borne by its taxpaying competitors."

This is misinformation as can be proven by papers on file with the secretary of the state of Ohio and the Federal Communications Commission in Washington, D. C. WRFD pays all taxes that any other radio station pays—county, state and federal taxes. It is not exempt in any way.

WRFD is a station organized for profit. Its microphone is open to all legitimate advertising. It pays all taxes. WRFD is the same as any other U. S. radio station except that we program exclusively for the Ohio farm audience.

Edgar Parsons
Manager
WRFD Worthington, Ohio

* * *

Inventor Raps Jolliffe

EDITOR, BROADCASTING:

In your issue of May 17th under the heading "Probe Fireworks" there appears on page 46 a statement by Dr. C. B. Jolliffe, testifying before the Senate Committee on Interstate and Foreign Commerce, which is now investigating certain charges with respect to FM development. The statement made by Dr. Jolliffe is:

"It is particularly significant that when Armstrong appeared before [illegible] three weeks (after the Lemke hearing) he did not even attempt to refute any of the facts which I presented on that occasion."

As the proceedings to which Dr. Jolliffe referred, and which took place before the Senate Committee on April 23rd, did not involve this statement before the House Committee, there was no occasion whatsoever for me to refer to it. However, on May 21st the opportunity was afforded me by the Senate Committee to answer Dr. Jolliffe's statements before it. These statements were substantially the same that he made before the House Committee on the occasion of the hearing on the Lemke Bill.

Those of your readers who are interested in ascertaining the facts about this controversy may do so by obtaining a copy of the record of the proceedings, wherein they will find that practically every important statement made by Dr. Jolliffe was so completely refuted by Mr. Paul deMars and myself that the effort to portray the Radio Corporation as an organization intensely interested in pro-

(*Continued on page 54*)

FAMILY

WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

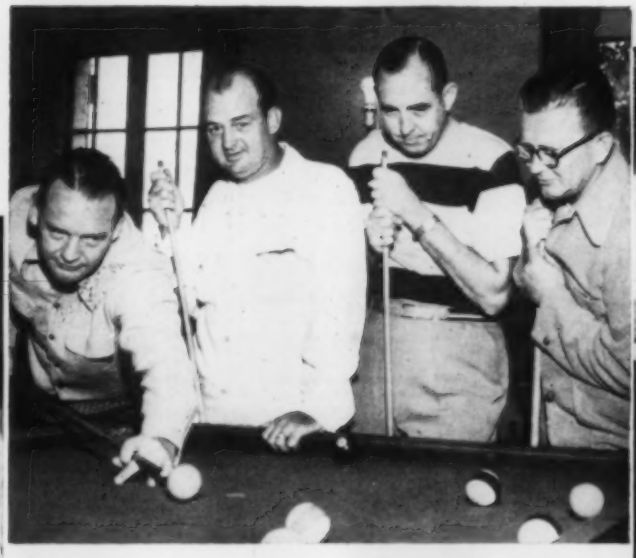
WIBW The Voice of Kansas in TOPEKA

DEADLOCKED were (l to r) Don Fedderson, vice president and general manager of KYA San Francisco and KLAC Hollywood, and Max Everett, radio manager of J. P. McKinney & Son, New York, station representative, in 13th annual BROADCASTING Magazine NAB golf tournament on May 19 at California Country Club, Los Angeles. Rather than hacksaw the silver loving cup in two, both were presented with trophies by BROADCASTING. Both shot gross 86, but on blind bogey handicaps their net totals dropped to 65.

LOW SCORING is reason for grins from (l to r) Pete Watts, KYOR San Diego; Don Fedderson, KYA San Francisco-KLAC Los Angeles; Henry Konysky, Smith, Bull & McCreery Adv., Hollywood; Fred Henry, KLAC Los Angeles. Mr. Watts was medalist with a gross of 79.

HARVEY BENSON (l), radio attorney from Portland, is giving legal advice on how to sink a three-footer to Arch Morton, KJR Seattle.

LOS ANGELES—POSTLUDE



AFTER 18 gruelling holes of golf, these radio executives turn to playing pool where a ten foot shot is often sunk in one stroke. They are (l to r), Len Nasman, WFMJ Youngstown; Bob Hussey, Young & Rubicam; Harry McTigue, WINN Louisville; Tom Wright, Young & Rubicam Inc.

BOB STODDARD, KATO Reno (right), is demonstrating the Nevada grip to Maurice McMurray, WHO Des Moines.

OF MIKES, IKES AND MEN: Harry C. Butcher (l), owner of KIST Santa Barbara and former naval aide to Gen. Ike Eisenhower, watches Hugh Feltis, BMB president; flick the video switch, as Fredric R. Gamble, president of American Assn. of Advertising Agencies (center) probably ponders whether 15 and 2 will pay TV freight.

CALIFORNIA here they come: J. M. Wynn (sitting), WHAS Louisville; (standing l to r) Ken Brown, KWFT Wichita Falls, Tex.; Gene Kelly, KCRA Sacramento; Earle Smith, Edward Petry & Co.; San Francisco. Net scores of the foursome were: Wynn 71, Brown 73, Kelly 75, Smith 71.

HAPPY but tired threesome were (l to r) Max Everett, radio manager of J. P. McKinney & Son, New York, station representative, one of the trophy winners in 13th annual BROADCASTING Magazine golf tournament on May 19; George W. Johnston, West Coast representative of SESAC; William Young, Capitol Transcriptions, New York.

NO "GIMMES" were given in this CBS contingent. Measuring this one foot putt are (l to r) Carl Burkland, Radio Sales New York; Clyde Coombs, KARM Fresno and KROY Sacramento; Don Thornburgh, Western division billiard champ; and Wendell Campbell, KMOX St. Louis.

Mr. Lester Cole
Cole & Company
Memphis, Tenn.

Dear Les:

Feller asks me t'other day "WCHS gonna stay on th' air as usual with th' 'Lection returns" . . . "Dern Tootin'" sez I . . "All night" . . sez he . . . "Long as necessary" sez I "Mighty obligded" sez he . . . "Out where I live WCHS's mos' popular station there is . . ." Well I thought bout that . . . Lots o' people depend on WCHS in West Virginia, so WCHS jest has t' git th' news out . . . fast . . . which is what they do . . . WCHS has 15 news broadcasts a day . . . an that's throwin' the fodder where th' calves can git at it . . . as my cousin says . . an I always say 5000 watts at 580 can dern near get to th' whole herd.

Yrs.

Algy.

WCHS
Charleston W. Va.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Nielsen Radio Index Top Programs

(Coast-to-Coast, incl. small-town, farm, and urban homes)

REPORT WEEK OF APRIL 18-24

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Week, 15-60 Min.; Type E-5: Evening, 2 to 5-a-Week, 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-Week, 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	33.3	+2.0	1	1	Lux Theatre	24.6	+2.2
	2	6	Godfrey's Scouts	26.3	+2.4	2	5	Godfrey's Scouts	21.6	+2.0
	3	14	My Friend Irma	23.5	+2.5	3	11	My Friend Irma	18.8	+2.3
	4	11	Jack Benny	23.0	+1.6	4	7	Jergens Journal	18.6	+0.2
	5	3	McGee & Molly	22.6	−3.2	5	2	McGee & Molly	18.3	−3.1
	6	2	Truth or Conseq.	22.5	−4.0	6	4	Truth or Conseq.	18.3	−2.2
	7	4	Amos 'n' Andy	22.2	−3.2	7	9	Jack Benny	17.7	+0.5
	8	8	Fitch Bandwagon	21.9	−1.7	8	3	Amos 'n' Andy	17.2	−3.6
	9	13	Jergens Journal	21.3	+0.3	9	13	Fitch Bandwagon	16.8	+0.6
	10	10	Your Hit Parade	21.1	−0.8	10	16	Mr. District Att.	16.0	+0.1
	11	12	Charlie McCarthy	20.6	−0.5	11	12	Charlie McCarthy	15.8	−0.5
	12	NR	Duffy's Tavern	20.4	+0.8	12	20	Screen Guild Players	15.4	+0.6
	13	5	Fred Allen	20.0	−4.0	13	NR	Duffy's Tavern	15.2	+1.5
	14	NR	Mr. District Att.	19.8	+0.2	14	NR	Baby Snooks Show	15.0	+1.5
	15	15	Kraft Music Hall	19.5	−1.5	15	NR	Big Town	14.9	+0.2
	16	17	Date with Judy	19.5	−1.1	16	8	Bob Hope	14.8	−3.4
	17	NR	Inner Sanctum	19.5	+1.9	17	15	Your Hit Parade	14.7	−1.2
	18	9	Life of Riley	19.0	−4.5	18	6	Fred Allen	14.3	−5.1
	19	NR	Baby Snooks Show	18.9	+1.6	19	19	Mr. Keen	13.9	−1.1
	20	NR	Big Town	18.8	−0.4	20	10	Life of Riley	13.7	−2.9
E-5	1	1	Lone Ranger	16.7	−1.1	1	1	Lone Ranger	13.4	−0.7
	2	2	Bill Henry News	12.4	−0.2	2	2	Bill Henry News	11.4	−0.1
	3	3	Edward R. Murrow	10.9	0.0	3	3	Edward R. Murrow	8.1	0.0
D-5	1	3	When Girl Marries	11.4	+0.2	1	1	When Girl Marries	10.4	+0.1
	2	2	Our Gal, Sunday	11.3	0.0	2	2	Our Gal, Sunday	10.2	+0.1
	3	7	Big Sister	10.9	+0.4	3	6	Big Sister	9.9	+0.4
	4	14	My True Story	10.9	+1.4	4	5	Rom. Helen Trent	9.7	+0.2
	5	1	Arthur Godfrey	10.9	−0.5	5	8	Right to Happiness	9.5	+0.2
	6	6	Rom. Helen Trent	10.8	0.0	6	10	Ma Perkins (CBS)	9.4	+0.4
	7	4	Young Widder Brown	10.6	−0.5	7	4	Backstage Wife	9.2	−0.7
	8	9	Right to Happiness	10.5	+0.2	8	14	Aunt Jenny	9.1	+0.6
	9	12	Ma Perkins (CBS)	10.4	+0.3	9	3	Young Widder Brown	8.8	−1.1
	10	13	Wendy Warren	10.4	+0.4	10	13	Wendy Warren	8.8	+0.2
	11	5	Backstage Wife	10.2	−0.7	11	NR	My True Story	8.7	+1.2
	12	15	Aunt Jenny	10.1	+0.7	12	11	Rosemary	8.6	−0.2
	13	10	Rosemary	10.0	−0.2	13	12	Portia Faces Life	8.5	−0.3
	14	11	Portia Faces Life	9.9	−0.3	14	NR	Pepper Young	8.5	+0.5
	15	NR	Pepper Young	9.6	+0.6	15	7	Stella Dallas	8.5	−0.9
D-1	1	1	True Detective Myst.	12.3	−0.6	1	1	True Detective Myst.	9.2	−1.1
	2	2	Armstrong Theatre	11.8	−1.0	2	2	Armstrong Theatre	9.2	−1.1
	3	NR	Quick as a Flash	11.0	+1.8	3	4	Grand Central Station	8.9	−0.4
	4	5	Grand Central Station	10.8	−0.5	4	NR	Give and Take	8.3	0.0
	5	NR	David Harding	10.8	+0.4	5	NR	Let's Pretend	8.3	+0.3

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

© 1948, A. C. Nielsen Co.

500-mc TV

(*Continued from page 21*)

tried unsuccessfully to have standards set up for commercial color television more than a year ago, Prof. Edwin H. Armstrong, FM inventor and incidentally a bitter foe of RCA's past FM policies, is undertaking TV experimentation in the "upstairs" area.

The Commission has long urged high-band development, recognizing that the present 12 low-band channels are insufficient to accommodate a nationwide competitive television system.

Coy Predicts

Chairman Wayne Coy predicted several weeks ago that channel availabilities in the nation's top 140 markets would be taken up within 12 months [BROADCASTING, March 29]. In his speech to the NAB Convention two weeks ago he considered it "obvious that we can no longer delay our planning for adequate television channel availabilities," and made clear that FCC hopes its Sept. 20 hearing will produce standards for use of the high band "in whole or in part" [BROADCASTING, May 24].

Canada Using American Interference Standards

CANADA was reported last week to have adopted the same engineering standards the U. S. now uses for determination of interference to regional and Class 2 clear-channel stations.

To be used both internationally and domestically insofar as the two countries are concerned, the standards include the 10% latitude curves and the angle of departure curves, for use with respect to regional channels and the 50% BS rule, for regional and Class channels. They were put into effe in the U.S. when FCC overhaul its AM standards in early 19 Canadian use of the same prin ples was worked out in an e change of notes between the governments.

Boys' Home Benefits

DONORS who contributed to the slot machines of Commodore Productions Inc. exhibit at the NAB Convention in Los Angeles may now know what happened to their money. Last week William (*Hopalong Cassidy*) Boyd turned over a take of $16 to the McKinley Home for Boys at Van Nuys, Calif.

Open Mike

(*Continued from page 52*)

moting the development of FM broadcasting fell apart.

The number of points covered in my testimony are too numerous to take up in detail here. It is not necessary, in any event, for me to tell your readers the facts about FM history—they know them already, and no amount of technical high sounding phraseology would alter their opinion.

However, before a Congressional committee, many of whose members were hearing the details of FM history for the first time, it was necessary for both Mr. deMare and myself, who lived through the actual development, to set down the history in precise detail. The story stood up.

Dr. Jolliffe's story, of which he had little first hand information and which appeared to have been put together for him by gentlemen of the legal profession—likewise without first hand knowledge—fared very badly.

Those of your readers who are interested in the history of the development will find a careful reading of the record both instructive and entertaining.

Edwin H. Armstrong

Tune in Carnation Contented Hour
STARRING BUDDY CLARK
NBC
Monday, May 31
10:00 P.M. E.D.T.

The ANDREWS SISTERS
Sing and Narrate the story of
"LITTLE TOOT" FROM--
WALT DISNEY'S
NEW TECHNICOLOR MUSICAL
"MELODY TIME"
RELEASED BY RKO-Radio Pictures

Hennock

(Continued from page 21)

ciated since 1941 with Choate, Mitchell & Ely, she is the only Democratic member of the Broad Street firm. Clients include some of New York's largest corporations and investment houses, such as duPont and J. P. Morgan & Co.

During the 1944 Presidential campaign, Miss Hennock participated in various aspects of the New York State campaign, including radio activities. In that connection, she collaborated with Paul A. Porter, then publicity director of the National Committee, who afterward became FCC chairman, and with J. Leonard Reinsch, radio director of the National Committee, who was on leave as managing director of the Cox radio stations. She is widely acquainted in New York radio circles and is also well-known in Washington by virtue of her membership on the executive committee of the National Health Assembly headed by Oscar Ewing, Federal Security Administrator.

President Truman's desire to have a woman member of the FCC was first indicated nearly two years ago, when he came within hours of naming Miss Marion Martin, former executive of the Republican National Committee, to the vacancy created by the retirement of Mr. Porter. Women's organizations, without regard to party lines, descended upon the White House to support the appointment. The President, however, finally gave the post to Commodore E. M. Webster because of the desirability of having an engineer acquainted with both international and domestic communications on the Commission in the light of the International Telecommunications Conference held in Atlantic City.

Earlier Consultations

Miss Hennock, it was reliably learned, had been consulted two years ago about possible appointment to the FCC. There was the unconfirmed report, also, that several other federal posts had been discussed with her during the last few weeks but that the FCC was regarded as the position for which she could best qualify and in which she would be enabled to employ her legal talents to maximum advantage.

It is logical to expect that women's organizations generally will avidly support the Hennock nomination. Moreover, in informed political circles, it was thought that the Republican leadership would be loath to sidetrack the appointment of a woman to federal office when the GOP has repeatedly beleabored the Truman administration for failing to name women to high public office.

There are only four women now holding policy positions: Frances Perkins, a member of the Civil Service Commission and former Secretary of Labor; Mrs. Nellie Tayloe Ross, Director of the Mint; former Sen. Hattie Caraway of Arkansas, a member of the Employees Compensation Appeals Board; and Mrs. Ellen S. Woodward, member of the Federal Security Agency.

Lineup at FCC

Assuming Miss Hennock wins confirmation, the makeup of the FCC would remain three Democrats (Coy, Walker, Hennock); three Republicans (Hyde, Jones, Sterling) and one independent (Webster). The statute specifies that not more than four members of the FCC can be of the same political faith. The term of Comr. Webster expires June 30, 1949. Thus a Republican victory in November would mean that the GOP would not be in a position to obtain the balance of political power on the Commission until that time, unless there are resignations or "ripper" legislation reorganizing the FCC.

Commodore Webster has not been active in broadcast matters, having devoted the bulk of his time since he assumed office in April of last year to matters pertaining to international safety of life, aviation and common carrier matters.

Miss Hennock will become the 23d commissioner since creation of the FCC in 1934. Eleven men had served on the former Federal Radio Commission, predecessor of the FCC, in the seven years (1927-1934) it was in existence. The last New Yorker to sit on the FCC was the late George Henry Payne, a nominal Republican, who served from 1934 until his term expired on June 30, 1943.

Cosgrove Promoted By Avco Mfg. Corp.

RAYMOND C. COSGROVE, vice president of Avco Manufacturing Corp. and a director of Crosley Broadcasting Corp., last week was elected an executive vice president of Avco.

Mr. Cosgrove

Mr. Cosgrove, who is also president of the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co., will be group executive of the Crosley, American Central and New Idea Divisions of Avco as well as chairman of the New Idea Farm Equipment Co.

The Local Touch

gets results!

PROOF
. . . 16 local advertisers have been using WGST 7 to 17 years.

WGST

ATLANTA

5000 Watts Day *1000 Watts Night*

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

'Voice' Probe

(*Continued from page 23*)

USA—and protested strongly to NBC. Rep. John Taber (R-N. Y.) exposed the scripts on the House floor and NBC subsequently fired the responsible employes with the explanation that there was insufficient personnel to make English transcriptions for the Government to check before the broadcasts.

The official NBC statement given by Vice President William Brooks follows:

"The scripts referred to in the Senate were broadcast several months ago in the Spanish language beamed to South America. At that time changes were being made in the operational set-up of the "Voice of America" and as a result personnel was not available to provide English translations so that the scripts could be checked in English. NBC could only review the Spanish texts. The supervisor who was employed to review the Spanish texts unfortunately permitted these scripts to go on the air in Spanish. As soon as this matter came to NBC's attention the writer of the scripts was dismissed and the supervisor responsible for the broadcasts was relieved of his post."

NBC also named the two former employes who were involved in the matter. Rene Borgia of New York City, was named as the script writer and Alberto Gandero, also of New York City, was identified as the supervisor.

The State Dept. brought out the fact that although its employes are subject to loyalty checks, no such check is possible for network employes who prepare the scripts.

The Department said it had also called the networks' attention to the possibility of attempts by Communist propagandists to infiltrate these programs.

The programs told Latin Americans that New England was "founded on hypocrisy" and Texas was "born in sin." Alabama's race issue was played on and unflattering remarks were also aimed at Utah, Colorado and other states.

Upcoming

June 13-16: National Industrial Advertisers Assn., annual convention. Lord Baltimore Hotel, Baltimore.
June 13-16: AFA Annual Convention. Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West. Annual Convention. Sacramento, Calif.
June 14-15: AMA, spring conference. Hotel Statler, Washington, D. C.
June 14-17: RMA annual convention. Stevens Hotel, Chicago.
June 16-18: National Federation of Sales Executives, annual convention. Waldorf-Astoria Hotel, New York.
June 18-19: Florida Assn. of Broadcasters annual convention. Cloister, Orange Court Hotel, Orlando, Fla.
June 21-25: AIEE summer general meeting. Mexico City, Mex.
June 23-26: Newspaper Advertising Executives Assn., summer conference. Chateau Frontenac, Quebec, Canada.

Code

(*Continued from page 24*)

Angeles. Compilation of attendance data to determine the winning district under the award formula had not been completed late last week.

Another project on which progress was made last week was the radios for Germany campaign approved by the board (see separate story).

The problem of Standards of Practice observance will be taken up by a special committee authorized by the board. Judge Miller had not named committee membership at the weekend. The group will study methods of attaining close observance of the code's provisions by stations. It also will work out ways of inducing advertiser and agency adherence to the standards as well as general promotion among other industries, the public and official agencies.

Judge Miller will personally carry the code message to stations by attending the district and area meetings that start July 26 with the District 4 session at White Sulphur Springs, W. Va. [CLOSED CIRCUIT, May 24].

The original idea of a top-level Management Conference was based on the theory that policy matters would be handled by policy executives, with district-area meetings seen as clinics at which association department heads could discuss business, engineering, la and other operating problems.

A minor economy drive develo within the NAB board at Los A geles, bringing a decision to s only Judge Miller and three partment heads to the district-a sessions.

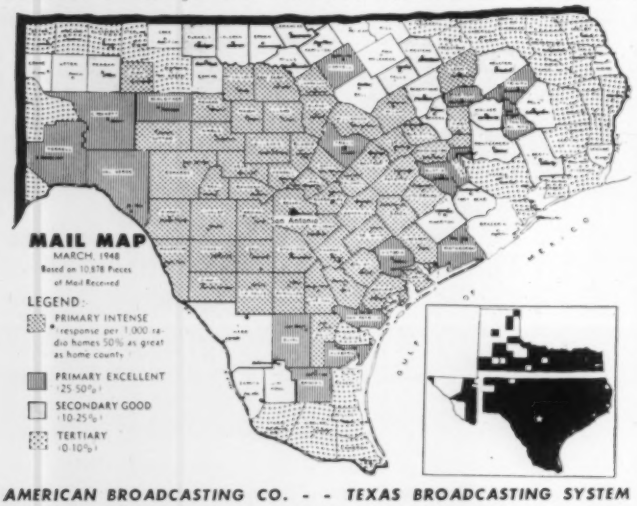
By the time these meetings s stations will have operated u the code for roughly a month that time they will have a g idea of the problems involved.

Should unforeseen probl come up, steps to make any cha desired by members can be se motion. Next board meeting w be held in November, with distri area meetings to conclude by m October. Dates have been set f all meetings except in the so ern and western areas [BROADCA ING, March 22].

Oklahoma City Ad Clu

W. L. BENHAM, commercial ma ager, KOMA Oklahoma City, h been elected president of the Ok homa City Advertising Club. Ot officers elected were Tom Gil first vice president, and W. Baker, second vice president. Fuller was retained as treasu and Hallie Johnson was made s retary and publicity director.

A LOT CAN HAPPEN IN TWO YEARS!
HERE'S 50,000 WATT KABC TODAY!


MAIL MAP
MARCH, 1948
Based on 10,878 Pieces of Mail Received
LEGEND:
PRIMARY INTENSE (response per 1,000 radio homes 50% as great as home county)
PRIMARY EXCELLENT (25-50%)
SECONDARY GOOD (10-25%)
TERTIARY (0-10%)

AMERICAN BROADCASTING CO. - - TEXAS BROADCASTING SYSTEM

Yes, a lot can happen and HAS happened in two years. The Texas radio coverage picture has changed considerably since the 1946 BMB, when KABC was only 250 watts. Today (since May 7, 1946) KABC is selling Texas listeners with the full impact of 50,000 watts on 680 kilocycles in the huge area mapped out above, from which mail was received in March of 1948. So until the 1949 BMB is out, hold on to this mail map, for we all know that people have to LISTEN before they can write in. And here's where they are listening to KABC today. You'll find 203,640 radio families in the 55-county primary-intense area, 63,530 more in 17 primary-excellent counties, and 103,860 radio families in the 27 secondary-good counties. All this, plus a bonus tertiary coverage of 106 additional counties with 1,012,480 radio homes. Check your John Blair representative.

RADIO STATION KABC SAN ANTONIO
50,000 WATTS DAY
10,000 WATTS NIGHT

WLBR AM FM
LEBANON, PENNA.

WLBR blankets four major Pennsylvania cities in a $300,000,000 market, and delivers 200,000 regular listeners from a population area of 1,000,000 people.

Also . . . more listeners in its primary area than all other stations combined. You can "spot" this rich market with one station—WLBR!

JULIAN F. SKINNELL, Operations Manager
Represented by RAMBEAU

RADIO AWARD

NAB, RMA Recipients Of Trophy

THE IMPORTANT role of radio and television in public relations was recognized and honored last week by the American Public Relations Assn. during its third annual convention and first international public relations institute in Washington.

Highlights of the session, held May 24-27 at American U., included a television clinic and demonstration and several awards of merit for outstanding achievement in the aural and visual fields of broadcasting. Silver trophy award was presented to NAB and Radio Manufacturers Assn. jointly for their origination and promotion of the "Voice of Democracy" high school essay contest [BROADCASTING, Feb. 2]. Trophy also was presented Commentator Drew Pearson as most outstanding individual contributor to international relations through his "Friendship Train" project.

Award was accepted for NAB by Robert K. Richards, director of public relations, and for RMA by James P. Secrest, director of publications. "Voice of Democracy" contest, directed to guarantees of free speech under the democratic system, was promoted nationally in cooperation with the Junior Chamber of Commerce and tied in with National Radio Week activities last fall.

National Guard Awards

Certificate of public relations achievement awards were presented to the National Guard Bureau for its successful use of radio and television to strengthen the National Guard and to the Society of American Florists for radio promotion of National Flower Week.

The television session, held as part of an overall communications clinic, was held on Tuesday afternoon. The panel was composed of Dr. Albert F. Murray, consulting engineer, chairman; Walter Compton, manager of Du Mont video station WTTG Washington; Charles A. Batson, director of NAB's division of information; George H. Sandefer, business manager of WNBW, NBC's Washington TV outlet; Robert S. Maurer, television director of Henry Kaufman & Assoc., Washington, and Robert J. Smith, partner of Richard W. Hubbell & Assoc., Washington. Session included surprise demonstration of remote pickup techniques by WTTG using two cameras and large monitor screen in the auditorium.

Murray Talk

Dr. Murray outlined and explained the technical fundamentals of television and the medium's place in public relations. Mr. Compton stressed the important economic and program role of network operation in video and described the coaxial cable and microwave radio methods of network transmission. The WTTG manager emphasized that television constitutes the most effective force yet offered to public relations because of its immediacy and combination of sight with sound factors.

Mr. Batson offered up to the minute facts on the coverage and progress of TV and the present acceleration of set production. He estimated receiver production in 1949 will begin to be measured in the millions instead of hundreds of thousands. He blasted the warnings of those "prophets of doom" that television would ruin the other media, pointing out that people will still have more time to listen than to look and will continue to enjoy reading as research figures prove. He asked that possibilities of international telecasting not be crossed off the list since scientific investigation continues, and the radar-to-moon experiments already have been successful.

Mr. Sandefer described the operational functions and facilities of a typical television station. He stated that television was a dynamic power behind any presentation whether news, education, entertainment, advertising or public relations. Video is the most potent tool yet offered for public relations work, he said.

The part commercial television plays in public relations was explained by Mr. Maurer who reviewed progress of video advertising techniques. He pointed out that commercial radio, because of large expenditures, has been able to present the best programs of all types, and the same will bear true of commercial television.

Mr. Smith, management consultant in television, forsaw a tremendous public thirst for video and resulting purchase of sets during the next five years and an enormous potential for program development. The radio industry is in for a financial revolution, Mr. Smith predicted, because of the great capital investments required for TV. Much of the money will come most likely from operators in the newspaper and magazine field, he said, as they are experienced with visual presentation. Video stations will not be profitable operations generally for some time to come, he indicated.

Mr. Smith emphasized the potential role of television in national defense as a medium of rapid education, civil mobilization, recruiting and training. He pointed out that government officials have not yet been apprised of this vital

(Continued on page 62)

1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

LETTERHEADS

and HEADLINES

A Story Of World Success

The success story of World's Program Service Library is the story of year after year leadership in the field of electrical transcriptions.

World users speak through the 660 Stations subscribing to this outstanding source of talent and programming . . . stations that are building business with World and expressing their enthusiasm in a wealth of testimonial tribute to World talent, programs, and technical achievements.

They offer testimony to such entertaining favorites as . . .

Eddy Howard — **Woody Herman** — **Nat Brandwynne**
Les Brown — **Glen Gray** — **Charlie Spivak**
Russ Morgan, and others

. . . to such fine artists as . . .

David Rose — **Johnny Green** — **Ray Block**
Dick Haymes — **Evelyn Knight** — **Lyn Murray**
The Los Angeles Philharmonic and The Cincinnati Summer Opera Orchestra

. . . and testimony to such expertly written, sponsor-winning programs as . . .

"The David Rose Show" — **"Concert In Miniature"** — **"Music In The Morgan Manner"**
"Ray Block Presents" — **"Your American Music"** — **"Do You Remember?"**
"Echoes Of The Gay Nineties"

. . . and to 65 additional 15 and 30 minute programs supplied each week . . .

. . . testimony to the great basic musical catalog of over 4700 units—and 50 additional units monthly—including:

Dance . . . Popular and Standard Concert . . . Hillbilly, Western and Folk Music . . . Latin American and Spanish . . . Hawaiian . . . Sacred . . . Patriotic Band . . . College Tunes and Songs . . . Piano . . . Organ . . . all and more to be found in this wonderful library of transcribed music.

. . . and testimony to World's famous Wide Range Vertical Recording, bringing greater dimensions of sound reproduction . . . a *plus* quality for A.M. . . . a *must* for F.M.

This briefly told is the success story of the World Program Service Library . . . why more stations subscribe to the World Library than to any similar service.

The best way to get the complete World story and how it improves station programming operations is from a World representative. A letter, a telegram, a telephone call will bring that story to you immediately.

SPECIAL ATTRACTION

The new monthly transcribed music releases to World Subscribers for June, July and August will include "Songs of Our Times" . . . a $50,000.00 series of 156 15-minute programs of all the hit tunes from 1917 through 1943 . . . over 600 tunes arranged and grouped together as 240 medleys.

"Songs of Our Times" releases will also go to all new World Program Service Library subscribers.

WORLD BROADCASTING SYSTEM, INC.

TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago
22 West Hubbard Street

NEW YORK
50 West 57th Street

Hollywood
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec

Firm to Study Listening Habits by Electronics

NEW PUBLIC opinion research firm, which will use electronic devices to record the reactions of listeners to aural radio and television, was announced last Wednesday by Albert E. Sindlinger, New Entertainment Workshop, Hopewell, N. J. Sindlinger & Co. offices will be opened early in June in Lewis Towers, Philadelphia, Mr. Sindlinger announced, and plans are to expand the service to other cities in the near future.

The firm will use three devices known as "Radox," "Teldox," and "Recordox." "Radox" (Radio Audience Determinator of "X") is an electronic gadget, invented by Harold R. Reiss, which is attached to radio or television sets, dispatching signals by electronic means to a central point where the listening and viewing habits of the family may be observed. The first commercial unit is to begin operation in Philadelphia in June, with 500 homes in the city to be equipped by the end of the year. "Teldox" (Enjoyment Level Determinator of "X") is used to pre-test radio and television programs. "Recordox" (Record of "X") is a system of recorded interviews issued in record albums of verbatim interviews with families tested.

WVAM to CBS

WVAM Altoona, Pa., operating on 1430 kc with 1 kw power, will join CBS effective June 1. Total of CBS affiliates is now 178.

Top Ten Weekday U. S. Hooperatings, Five-Times-a-Week

"Average Daily Audience" During January-February 1948 Expressed in U. S. Hooperatings Projected to "Homes"

PROGRAM HOOPERATINGS Rank Order	36-City	U. S. HOOPERATINGS Rank Order	Cross-Section all U. S. Homes	CITY Hooperatings Cities over 50,000 Rank Order	TOWN Hooperatings Towns 2,500-50,000 Rank Order	RURAL Hooperatings Under 2,500 Plus Farms Rank Order
1.	Ma Perkins (CBS) 8.2 80 CBS Stations	1.	Right to Happiness 11.93-US 4,056,000 homes	1. Ma Perkins (CBS) 8.93-C	1. Right to Happiness 12.81-T	1. Right to Happiness 15.37-R
2.	Our Gal Sunday 8 79 CBS Stations	2.	Backstage Wife 11.81-US 4,015,000 homes	2. When a Girl Marries 8.85-C	2. Backstage Wife 12.40-T	2. Backstage Wife 14.93-R
3.	Stella Dallas 7.9 142 NBC Stations	3.	Stella Dallas 11.48-US 3,903,000 homes	3. Romance of Helen Trent 8.82-C	3. Stella Dallas 12.13-T	3. Stella Dallas 14.12-R
4.	Romance of Helen Trent 7.9 77 CBS Stations	4.	When a Girl Marries 10.74-US 3,651,000 homes	4. Stella Dallas 8.81-C	4. When a Girl Marries 11.13-T	4. When a Girl Marries 12.68-R
5.	Big Sister 7.7 79 CBS Stations	5.	Portia Faces Life 10.25-US 3,485,000 homes	5. Backstage Wife 8.75-C	5. Portia Faces Life 10.89-T	5. Ma Perkins (NBC) 12.34-R
6.	Arthur Godfrey 7.6 158 CBS Stations	6.	Young Widder Brown 10.21-US 3,471,000 homes	6. Portia Faces Life 8.64-C	6. Young Widder Brown 10.77-T	6. Young Widder Brown 12.32-R
7.	When a Girl Marries 7.6 76 NBC Stations	7.	Ma Perkins (NBC) 9.63-US 3,274,000 homes	7. Right to Happiness 8.46-C	7. Lorenzo Jones 10.62-T	7. Pepper Young's Family 11.91-R
8.	Backstage Wife 7.5 143 NBC Stations	8.	Lorenzo Jones 9.48-US 3,223,000 homes	8. Our Gal Sunday 8.43-C	8. Ma Perkins (NBC) 10.41-T	8. Portia Faces Life 11.67-R
9.	Aunt Jenny 7.1 56 CBS Stations	9.	Pepper Young's Family 9.34-US 3,175,000 homes	9. Arthur Godfrey 8.15-C	9. Just Plain Bill 9.95-T	9. Lorenzo Jones 11.01-R
10.	Young Widder Brown 7 142 NBC Stations	10.	Just Plain Bill 9.09-US 3,090,000 homes	10. Young Widder Brown 8.06-C	10. Pepper Young's Family 9.92-T	10. Just Plain Bill 10.35-R

"Average Net Weekly Audience" During January-February 1948 Expressed in U. S. Hooperatings and Projected to "Homes"

U. S. HOOPERATINGS Rank Order	Cross-Section all U. S. Homes	CITY HOOPERATINGS Cities over 50,000 Rank Order	TOWN HOOPERATINGS Towns 2,500-50,000 Rank Order	RURAL HOOPERATINGS Under 2,500 Plus Farms Rank Order
1.	Backstage Wife 18.87-US 6,415,000 homes	1. Ma Perkins (CBS) 15.41-C	1. Backstage Wife 19.02-T	1. Backstage Wife 23.14-R
2.	Right to Happiness 18.48-US 6,283,000 homes	2. When a Girl Marries 15.26-C	2. Right to Happiness 18.86-T	2. Right to Happiness 22.85-R
3.	Stella Dallas 18.12-US 6,160,000 homes	3. Stella Dallas 15.22-C	3. Portia Faces Life 18.49-T	3. Stella Dallas 21.50-R
4.	Portia Faces Life 17.56-US 5,970,000 homes	4. Backstage Wife 15.17-C	4. Stella Dallas 18.20-T	4. Ma Perkins (NBC) 20.07-R
5.	When a Girl Marries 17.30-US 5,882,000 homes	5. Portia Faces Life 14.95-C	5. When a Girl Marries 17.55-T	5. Portia Faces Life 19.91-R
6.	Young Widder Brown 16.53-US 5,620,000 homes	6. Right to Happiness 14.52-C	6. Just Plain Bill 16.94-T	6. Young Widder Brown 19.60-R
7.	Ma Perkins (NBC) 16.37-US 5,565,000 homes	7. Romance of Helen Trent 13.94-C	7. Young Widder Brown 16.86-T	7. When a Girl Marries 19.33-R
8.	Lorenzo Jones 15.84-US 5,385,000 homes	8. Young Widder Brown 13.74-C	8. Ma Perkins (NBC) 16.84-T	8. Lum & Abner 18.25-R
9.	Just Plain Bill 15.76-US 5,358,000 homes	9. Just Plain Bill 13.58-C	9. Front Page Farrell 16.79-T	9. Lorenzo Jones 18.07-R
10.	Ma Perkins (CBS) 14.95-US 5,083,000 homes	10. Arthur Godfrey 13.57-C	10. Lorenzo Jones 16.56-T	10. Pepper Young's Family 17.99-R

J-M NEWS IS HIGHEST ON U. S. HOOPERATING

JOHNS-MANVILLE's five-minute news show with Bill Henry on CBS (Monday through Friday 8:55-9 p.m.) had the highest net weekly audience of all programs covered by the U. S. Hooperatings survey the first two months of the year, with its average daily audience of 3,859,000 listening homes (11.35-U.S. daily) pyramiding to 10,366,000 listening homes a week (30.49-U.S. weekly).

Explanation is a turn-over factor of 2.7, exceeding that observed on any other high-rating program, and, according to Hooper, "produced by a variety of appeal on the programs preceding and following it on CBS. Comparatively low turnover may be anticipated on most high-rated multi-weekly programs which themselves enjoy consistent listening and which have consistently the same programs preceding and following," the Hooper statement said. "High turn-over may be anticipated on low-rating multi-weekly programs, it being interpretable as indication of lack of consistent appeal of the program."

P&G Buys Skelton Show, Appoints Russel Seeds

PROCTER & GAMBLE Co., Cincinnati, May 26 announced the purchase of the Red Skelton program and the appointment of Russel M. Seeds Co., New York, to produce it. Starting next September, the program will be heard Fridays at 9 p.m. over NBC.

The Skelton program is currently aired on NBC, Tuesday 10:30 p.m., under sponsorship of the Brown & Williamson Tobacco Corp. Russel M. Seeds Co. also handles the B&W account.

BOOK containing radio discussions of programming, public service and commercial aspects of broadcasting by Lyman Bryson, CBS counselor on public affairs, has been published by George W. Stewart Inc. Titled "Time for Reason—About Radio," book consists largely of examples from CBS operations.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

LONG AFTER TONIGHT

On Transcriptions: World—Charlie Spivak.

On Records: Kate Smith—MGM 10157; Andy Russell—Cap. 15055; Betty Rhodes—Vic. 20-2735; Yvette—Vita. 919; Snooky Lanson—Merc. 5095; Russ Titus—Musicana 14.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Defense Blueprint

(*Continued from page 25*)

the event of enemy action the entire production of any end product or component would not be halted.

Due to the time-consuming job of tooling-up, it was recommended that procurement agencies of the Military Establishment provide standby tools for critical military communications equipment.

The report suggested that when new types of equipment are developed and adopted by the military that firm pilot orders be placed so manufacturers could tool up and be ready for prompt production.

Manufacturers would be encouraged to expand facilities, preferably in a dispersed fashion, if their production capacity was considered inadequate.

Calling for complete industry-government cooperation, the report recognized the futility of the government prescribing production without taking industry into its confidence.

Plans call for effecting over-all cooperation through the top-level advisory committees and extending it down to the lowest level through contacts with production and engineering executives of prime contractors and sub-contractors.

Precautions Taken

Drafters of the plan took cognizance of security questions which might arise from disclosing military requirements to the industry prior to the time of actual production. Although "due precautions" were recommended at all times NSRB officials cited the industry's record of keeping faith during World War II and saw no reason why "it will not keep faith today."

To provide a conception of industry expansion the report cited World War II production figures.

"There was a total military radio and radar output of about $13,000,000 during the final half of 1940, with less than 10% for radar. The figure for radar, however, had ascended to about $1,390,000,000 in 1944 or approximately 50% of the total industry output. Radio production in 1944 was approximately $1,400,000,000. Tubes were a most critical component. In 1944 tube output was valued at about $370,000,000. This is almost eight times the figure for 1941. Production of tubes totaled in dollars about 15% of total electronic program. From January 1, 1942 to June 30, 1945 it totaled approximately $1,000,000,000.

"In the summer of 1941 there were reported to be less than 20 companies that the Army and Navy considered competent to meet their specifications. Measures taken to expand the industry resulted in an increase to about 262 companies capable of making radio and radar. Prime and sub-contractors drew upon more than 1,000 manufacturers (sub-contractors) for essential parts.

"Production of radio and radar equipment in 1940 totaled approximately $15,000,000. Deliveries in 1944 reached a rate of approximately $3,000,000,000 per year. Number of end equipment manufacturers increased from 5 in 1940 to 220 by V-E Day."

The first step in implementing plans, outlined in the prospectus, called for meetings in Washington of representatives of the various government agencies and civilian operating and manufacturing industry and organization of the industry advisory committees.

Census

(*Continued from page 24*)

other groups have made formal requests for a 1950 set count.

In his letter replying to legislators, advertisers, broadcasters and others who propose a radio set question in the census, Director Capt states that several technical committees from industry have recommended that no information on this subject be obtained in the 1950 tabulation. "Although many questions are competing for inclusion in the 1950 census," Mr. Capt's letter says, "our committees concur with us in believing every effort should be made to hold down costs by including only the most essential questions.

"We must be realistic and must be governed by the general rule of including only those questions that will produce information of the greatest value to the most people within the limits of funds made available to us."

Text of Sen. Maybank's letter to Director Capt follows:

My attention has been called to the list of questions to be asked during the coming census. It seems that there is some sentiment for dropping the question pertaining to family ownership of radio sets.

I am taking this opportunity to strongly urge that this question not only be retained on the list but that sub-questions be added.

Since the 1940 census the radio broadcasting industry in this country has grown more than during all the previous years of its existence. During the past four months the number of television sets has been more than doubled.

This question of family ownership of radio sets is pertinent information to everyone in the business. In addition to the number of radios, it is necessary to know how many of them are equipped for frequency modulation reception and how many of them are television sets.

In view of the huge expansion of the industry since 1940 I feel that this information is more than desirable. It is necessary in the interest of increasingly high standards of radio broadcasting. Vital trends are developing due to the increasing production of sets and availability of frequency modulation and television programs. It is essential that these trends be followed by every possible means in the interest of the listening public.

I urge that each person interviewed be asked:

"Do you own a (a) Standard Broadcast receiver?____; (b) Frequency Modulation receiver?____; (c) Television receiver?____. Location: Rural?____; Urban?____."

Your assistance in having this done would be greatly appreciated.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Disc jockey, grocer, farmer— all find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, *speed pays.*

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find *speed pays.*

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, *speed pays.*

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes 800 miles for only $8.60. 15 lbs. for $3.80. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month" — Use Air Express

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

Sterling Cancelling Million-Dollar Time

STERLING DRUG Inc., New York, long-time radio advertiser, last week announced cancellation of an estimated million dollars worth of network time in order to use the money, according to a high Sterling Drug executive, in other media.

Sterling will drop *Waltz Time* Fridays 9:30-10 p.m. on NBC effective at the end of its current contract, July 16. Show has been on the air for 15 years. Dancer-Fitzgerald-Sample, New York, handles the program.

In addition, the advertiser will drop the 10-10:30 p.m. Friday time but will move the program presented currently in that period, *Molle Mystery Theatre*, to CBS replacing *Big Town*, Tuesdays 8-8:30 p.m. *Big Town* is owned by Lever Brothers and had been subleased to Sterling for the last five years. *Big Town's* last broadcast for Sterling will be June 22, when it will then revert to Lever which has not revealed where it plans to use it.

Molle Mystery Theatre has been handled for Sterling by Young & Rubicam. The production of that show, when it moves to CBS, has not been assigned yet to any agency, a Sterling executive told BROADCASTING.

It is understood, however, that all the Sterling radio budget will now be handled by Dancer-Fitzgerald-Sample. Pedlar & Ryan, which services *Big Town*, still retains the space advertising for the account but will have no radio for the time being.

TALKING things over during NAB Convention are (l to r): S. P. Taylor, manager, distributor sales, Western Electric Co.; Frank Marx, ABC New York; Jack Poppele, Mutual-WOR New York; J. W. LaMarque, Graybar Electric Co., New York, and William L. Foss, Washington radio consultant.

Radio Man Elected Head Of Washington's Ad Club

FOR THE FIRST time since its inception the Advertising Club of Washington will have a radio man as its president. Ben Strouse, general manager of WWDC Washington, was elected to the office at a luncheon meeting of the club at Washington's Hotel Statler May 25.

Mr. Strouse succeeds Frank Gatewood, advertising manager of the Washington *Times-Herald*. William F. Sigmund, a partner in Henry J. Kaufman & Assoc., was elected first vice president.

Among the six new directors chosen were Stanley Bell, commercial representative of WRC; A. Q. Ehrlich, Kal Ehrlich & Merrick Advertising Inc., and Helen K. Mobberley, national advertising manager, WWDC, who was re-elected. The term of Ben Baylor, advertising director of WMAL, has not expired. Maurice Mitchell, general manager of WTOP, was named program committee chairman. James D. Seiler of WRC, was named assistant chairman of the program committee.

WJR Directors

WILLIAM G. SIEBERT and Frank E. Mullen were elected directors of WJR Detroit, G. A. Richards, president of WJR and of WGAR Cleveland and KMPC Hollywood, announced May 26. Coincidental with his appointment as a director, Mr. Siebert, WJR treasurer, assumed the duties of secretary of The Goodwill Stations Inc., WJR licensee. Mr. Mullen's election as a director followed his recent appointment as president of the three Richards stations [BROADCASTING, May 17].

Mr. Siebert

Radio Award

(Continued from page 57)

fact and that industry must do a public relations job of its own.

The presentation of awards was made at the convention's final session on Thursday evening to APRA's retiring president, Harry W. McHose, Cigar Institute of America, New York. Organization's newly elected president, Leonard W. Trester, director of public policy for General Outdoor Adv. Co., was presented.

Feature speaker at the awards session was Holland Sergeant, deputy to the Assistant Secretary of State for Public Affairs, who discussed public relations in the international field and the United State's efforts, through "Voice of America" and other media, to give a factual picture of America and democracy at work. He pointed out that certain other powers employ the deliberate lie as part of their foreign policy and that it is important for the U. S. to counteract this with the truth, "which can be a very powerful weapon."

Mr. Sergeant explained that the work the government is doing in this field is only supplementary to work of mobilized private industry.

Maj. Gen. Kenneth F. Crane, chief of the National Guard Bureau, accepted the certificate awarded for his organization which currently is using programs on ABC and NBC in addition to supplying film spots to video stations across the country and special scripts and materials for local use. Society of American Florists award was accepted by S. S. Pennock, Baltimore, organization vice president.

Award certificates also were given to Capitol Records Inc., Hollywood, represented by Daniel E. Anderson, public relations director, for achievement in field of stockholder publications; Ralston Purina Co., St. Louis, by J. D. Sykes, vice president, in consumer publications field, and G. Fox & Co., Hartford, by Arthur H. Trudeau, publicity director, for radio and newspaper promotion of 100th anniversary.

Yes **KFYR** comes in loud and clear in a larger area than any other station in the U. S. A.*

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

It's Hot in Chicago!
NOW AVAILABLE NATIONALLY
Exclusively to One Station In Each City
"WHO'S TALKING?"
A Transcribed Telephone Quiz Program with celebrities giving clues about themselves in poetic form.
From RADIO DAILY, March 1, 1948: "Hal Tate's new quiz show, 'Who's Talking?', on WAIT has caught on in a big way."
Write for Transcription
Packaged Exclusively by
HAL TATE RADIO PRODUCTIONS
Dept. B-1
192 N. Clark St. Chicago 1, Ill.
RANdolph 6650

Double Feed

IF THE MEMORIAL day double-header between the New York Yankees and the Washington Senators runs beyond 6 p.m. today (May 31), WABD New York will find itself with a double origination, feeding the *Small Fry* program over the coaxial cable to WTTG Washington and WMAR-TV Baltimore, while continuing to broadcast the ball game locally. Station believes this will be a TV "first."

Columbus, Ohio, Station Awards Studio Contracts

CONTRACTS for building studios of WVKO (FM) Columbus, Ohio, were awarded last week, according to Bob French, general manager of Sky Way Broadcasting Corp. Station plans to take the air in September.

Second and third floors of building at 274 S. Third St. will be used. Studios will be functional and designed to obtain maximum efficiency for FM, according to the station.

Fredrick Eckardt has resigned as transmitter supervisor of WCLT Newark, Ohio, to take chief engineer's post at WVKO. He was formerly associated with WBNS and WHKC Columbus.

KSMI Seminole, Okla., 500-w Daytimer, Starts

KSMI Seminole, Okla., went on the air May 16, 500 w daytime on 1260 kc.

Station is owned by Tom Potter, Dallas oil man, who holds a television permit for Dallas.

KSMI manager is Jon Wagner and R. M. Grisso is chief engineer. Studios and transmitter are located together outside Seminole.

The station is a Mutual affiliate.

O. J. REISS, former salesman of WHHM Memphis, and **DICK WATTS**, formerly with WDIA Memphis, have joined staff of WMPS Memphis, as salesmen.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR

Winston - Salem, North Carolina
Representatives: Avery-Knodel

IRVING S. OLDS (l), chairman of the board of U. S. Steel Corp., and Mark Woods (r), president of ABC, complete deal for another 52 weeks of U. S. Steel's hour on ABC. Contract is held by J. Carlisle MacDonald, assistant to chairman of board of U. S. Steel. Program is Sundays, 9:30 p.m. Agency is BBDO.

New Dover, Del., Outlet (1 kw) To Be on 1410 kc

PLANS are being completed for opening soon of WDOV Dover, Del., according to Phil Adams, manager. Station will be 1-kw daytime on 1410 kc.

Licensee is Capital Broadcasting Co. William C. Evans, for 21 years a radio engineer, is WDOV president.

Studios are on second floor of Ehrlich Bldg. and transmitter site is approximately two miles north of town. A 197-ft. Stainless (Philadelphia) tower will be erected, and transmitter is to be housed in a modern quonset. Equipment is both Gates and RCA. Transcription service will be NBC Thesaurus.

RELIGIOUS PROGRAMS
Techniques Training Proposed For Foreign Radio Staffs

FOREIGN RADIO personnel may be trained in religious programming techniques in the U. S. and England, three representatives of the Foreign Missions Conference of North America announced at a news conference in New York.

The group, which has conducted a survey of audio-visual aids and radio in foreign mission fields during the last three months was composed of the Rev. S. Franklin Mack, chairman of the World Radio Committee of the conference; the Rev. Everett C. Parker, director of the Joint Religious Radio committee, and Niklaus Hagmann, ABC radio engineer.

Recommendations that the conference support a training program for personnel will be made to the conference's board.

Televised Crossword Puzzle

TENTATIVE PLANS are under way at WSPD-TV Toledo for televised crossword puzzle show. Plans include puzzles made available by publishers of "Dime and a Half Crosswords" and "Handy Crosswords."

Williams Leaves UP

EDWIN MOSS WILLIAMS, who directed entry of UP into radio and pioneered the field for the news agency, May 25 resigned his position as UP vice president and general business manager to enter the radio and newspaper field. It is understood that Mr. Williams will be engaged in consultant work. UP President Hugh Baillie, in announcing the resignation and subsequent appointment of Jack Bisco in Mr. Williams' place, said "Williams is one of the great press association men of our time. His vision and foresight were largely instrumental in establishing the United Press in its present dominant position in the field of radio news."

KSUH, 1-kw Fulltimer, Launched in California

KSUH Susanville, Calif., has started operation as fulltime independent with 250 w on 1240 kc. Greyhound Lines' Commander A. W. Scott, who has his own program *Romance of the Highways* over the Mutual-Don Lee Network, acted as master of ceremonies on the dedication program. Participating were city and county officials and leaders from Susanville and all communities in the listening area of KSUH.

Station manager is W. B. Murphy, formerly with KBLF Red Bluff, Calif., KPOA Honolulu and KWIL Albany, Ore.

KSUH chief engineer is Harold Houston, formerly with KBLF. The station's operator-announcers are William B. Buchalter, formerly of KSFO San Francisco; Sam Braly, formerly of KOH Reno and Jay Stewart, new to radio.

We hang them from the rafters ...with *Brooke Taylor's Review!*

Proof? A 7.6 rating . . . plus the Sunday crowds that swell weekly audiences!

Your product need a Sunday punch in the great Cleveland market? Ask Headley-Reed about *Brooke Taylor's Review* on Cleveland's Chief Station.

BILL O'NEIL, President

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

ABC Secures Video Rights To N. Y. Giants Football

ABC TV network has secured the video rights to this year's schedule of the New York Giants (football) after NBC, which telecast the Giants games last year, rejected the club's sliding-scale of payment [BROADCASTING, March 8]. Plan, worked out by George H. Rohr of the Giants, calls for payment to the club on the basis of size of audience to the programs as measured by an accepted audience survey organization instead of the usual flat fee for the entire season. Mr. Rohr figures that the flat fee system would stick the club with a sum that would be out of line as the number of sets-in-use increases, causing unnecessary arguments in following years, whereas his size-of-audience plan could run indefinitely.

Some broadcasters and agencies view with distaste any plan that would obligate them or their clients to the payment of unspecified sums based on sampling techniques which may be subject to error. What happens if ABC does not secure a sponsor for the games under the Rohr formula remains to be worked out.

Selling Guide

(*Continued from page 23*)

business statistics of value in marketing research.

Data for the 60 top-city counties, listed in order of 1947 population and including department stores sales figures, is as follows:

Quit Beer Account

JOHN W. SHAW Advertising Inc., Chicago, announced last Tuesday it has resigned the Peter Fox Brewing Co. (of Illinois) account effective June 1. Impending resignation arose from "differences of opinion on matters of policy, which appeared insoluble," according to John W. Shaw, agency president. Brewing firm, which uses approximately $75,000 worth of spot radio on behalf of its Fox De Luxe Beer, will appoint a new agency sometime this week.

Rickenbacher to Direct CBS Six-Weekly Program

PAUL RICKENBACHER, formerly manager of KSOK Ponca City, Okla., has been appointed director of the six-weekly combined CBS *Sunrise Salute* and *Housewives' Protective League* programs, slated to start on KIRO Seattle on June 14. He will use name of Paul West on the air.

Mr. Rickenbacker was one time director of radio and television for Foote, Cone & Belding, New York, and prior to that manager of creative radio and talent division of Young & Rubicam in that city and Hollywood.

Original West Coast representative of CBS, he was later assistant to Donald W. Thornburgh, Western Division vice president. Following that for six years Mr. Rickenbacher was Hollywood office manager and talent buyer of J. Walter Thompson Co.

AMERICAN Telephone & Telegraph Co. directors May 19 declared a quarterly dividend of $2.25 per share, payable July 15, 1948, to stockholders of record at the close of business June 15, 1948.

Markets listed in order of 1947 population

County	City and State	Population: Estimated Jan. 1, 1947	Population: Percent of U.S.A.	Total families estimated Jan. 1, 1947	Effective buying income 1946: Net(*)	Effective buying income 1946: Percent of U.S.A.	Effective buying income 1946: Dollars per family	Retail trade 1946(*)	Retail trade: Percent U.S.A.
5 boroughs	New York, N. Y.	7,454,600	5.339	2,089,600	10,115,143	7.175	4,744	5,635,355	5.838
Cook	Chicago, Ill.	4,225,700	3.026	1,201,700	5,806,534	4.119	4,832	3,925,336	4.066
Los Angeles	Los Angeles, Calif.	3,595,700	2.575	1,211,900	4,876,639	3.459	4,024	3,576,360	3.706
Wayne	Detroit, Mich.	2,407,000	1.724	644,200	2,961,067	2.100	4,597	2,035,367	2.108
Philadelphia	Philadelphia, Pa.	2,051,500	1.469	549,100	2,601,535	1.845	4,739	1,600,357	1.658
Allegheny	Pittsburgh, Pa.	1,356,600	.972	352,700	1,864,483	1.322	5,286	1,255,243	1.300
Cuyahoga	Cleveland, Ohio	1,274,600	.913	362,500	1,956,306	1.387	5,397	1,145,250	1.186
Baltimore	Baltimore, Md.	1,254,900	.899	326,700	1,467,632	1.041	4,499	1,095,066	1.134
St. Louis	St. Louis, Mo.	1,198,600	.858	330,500	1,464,888	1.039	4,432	725,524	.752
Middlesex [1]	Lowell, Mass.	985,900	.706	256,300	1,130,988	.802	4,413	635,125	.658
District of Columbia	Washington	972,400	.696	276,500	1,241,881	.881	4,491	967,162	1.002
Essex	Newark, N. J.	858,600	.615	229,800	1,570,379	1.114	6,834	940,316	.974
Suffolk	Boston, Mass.	845,330	.605	226,200	1,203,266	.853	5,319	1,000,346	1.036
San Francisco	San Francisco, Calif.	827,400	.593	301,200	1,366,528	.969	4,537	1,000,250	1.036
Milwaukee	Milwaukee, Wis.	812,000	.581	224,000	1,190,279	.844	5,314	796,508	.824
Erie	Buffalo, N. Y.	754,600	.540	201,900	845,522	.599	4,188	570,044	.591
Alameda [1]	Oakland, Calif.	744,600	.533	251,000	1,071,898	.760	4,271	925,307	.959
King	Seattle, Wash.	732,400	.525	266,600	1,150,411	.816	4,315	635,237	.658
Harris	Houston, Tex.	699,900	.501	199,000	805,911	.572	4,050	500,075	.518
Hamilton	Cincinnati, Ohio	684,500	.490	207,700	1,007,192	.714	4,849	602,514	.624
Hudson	Jersey City, N. J.	675,700	.484	180,800	689,956	.489	3,816	511,143	.530
Providence	Providence, R. I.	593,300	.425	163,600	786,519	.558	4,808	508,155	.527
De Kalb-Fulton	Atlanta, Ga.	593,200	.425	167,300	669,265	.475	4,000	456,712	.473
Hennepin	Minneapolis, Minn.	586,700	.420	172,300	837,026	.594	4,858	642,233	.665
Dallas	Dallas, Tex.	564,400	.404	165,700	638,319	.453	3,852	463,480	.480
Orleans	New Orleans, La.	562,200	.403	159,900	693,694	.492	4,338	456,327	.473
San Diego	San Diego, Calif.	560,600	.402	196,200	770,656	.547	3,928	528,254	.548
Jefferson	Birmingham, Ala.	534,800	.383	143,100	504,176	.358	3,523	316,658	.328
Westchester	Yonkers, N. Y.	524,900	.376	140,500	784,198	.556	5,581	506,736	.525
Marion	Indianapolis, Ind.	516,600	.370	156,700	843,747	.598	5,384	495,367	.513
New Haven [1]	New Haven, Conn.	506,100	.362	135,500	726,622	.515	5,363	450,623	.467
Worcester	Worcester, Mass.	497,300	.356	133,100	549,083	.390	4,125	405,523	.420
Hartford	Hartford, Conn.	494,700	.354	132,400	792,170	.562	5,983	500,722	.519
Essex	Lynn-Lawrence, Mass.	491,500	.352	135,500	542,966	.385	4,003	310,225	.321
Jackson	Kansas City, Mo.	487,900	.349	158,600	770,204	.546	4,856	408,234	.423
Fairfield	Bridgeport, Conn.	484,200	.347	129,600	691,548	.491	5,336	450,485	.467
Jefferson	Louisville, Ky.	473,900	.339	139,100	619,250	.439	4,452	339,036	.351
Multnomah	Portland, Ore.	462,300	.331	161,800	841,903	.597	5,203	510,618	.529
Bergen	Garfield-Hackensack, N. J.	448,000	.321	119,900	479,468	.340	3,999	335,253	.347
Franklin	Columbus, Ohio	433,100	.310	123,100	519,226	.368	4,218	370,263	.383
Shelby	Memphis, Tenn.	430,700	.308	126,400	549,970	.390	4,351	311,356	.323
Nassau	Hempstead Township, N. Y.	419,900	.301	112,400	581,510	.412	5,174	340,252	.352
Norfolk [2]	Norfolk, Va.	407,000	.292	102,900	405,735	.288	3,943	252,496	.262
Bexar	San Antonio, Tex.	402,600	.288	114,500	439,262	.311	3,836	260,330	.270
Monroe	Rochester, N. Y.	400,000	.286	113,800	540,454	.383	4,749	340,119	.352
Luzerne	Wilkes-Barre, Pa.	387,500	.278	90,500	368,159	.261	4,068	253,507	.263
Mahoning Trumble	Youngstown, Ohio	383,500	.275	96,400	420,633	.299	4,375	275,779	.285
Summit	Akron, Ohio	380,800	.273	105,000	554,549	.393	5,281	337,048	.349
Denver	Denver, Col.	375,000	.269	121,900	461,678	.327	3,787	430,537	.446
Union	Elizabeth, N. J.	366,000	.262	95,200	390,415	.276	4,101	280,250	.290
Norfolk	Quincy, Mass.	356,800	.256	92,700	323,047	.229	3,485	271,711	.282
Lucas	Toledo, Ohio	352,600	.253	103,500	474,944	.337	4,589	338,526	.351
Dade	Miami, Fla.	351,500	.252	110,300	421,446	.299	3,821	340,177	.352
Montgomery	Dayton, Ohio	349,300	.250	99,400	432,535	.307	4,351	276,458	.286
Bristol	Fall River, Mass. New Bedford, Mass.	347,400	.249	95,800	380,045	.270	3,967	252,507	.262
Delaware	Chester, Pa.	344,400	.247	89,600	327,448	.232	3,655	260,317	.270
Hampden	Holyoke-Springfield, Mass.	334,500	.240	89,500	428,694	.305	4,790	297,517	.308
Ramsey	St. Paul, Minn.	334,200	.239	95,000	441,133	.313	4,644	390,455	.404
Lake	Gary-Hammond, Ind.	322,700	.231	83,900	392,188	.278	4,674	267,314	.277
Montgomery	Lower Merion, Pa. Norristown, Pa.	314,500	.225	81,800	351,848	.250	4,301	237,131	.246
Total 60 city-counties		51,589,100	36.9	14,743,800	68,134,171	48.3	4,620	44,546,576	46.1
United States, 3,071 counties [3]		139,621,800	100	38,602,000	140,985,954	100	3,652	96,529,760	100

* Add three zeros to each figure in column.

[1] Additional cities of 100,000 or more population (1947) are contained in the following counties: Los Angeles County, Calif.—Long Beach; Middlesex County, Mass.—Cambridge and Somerville; Alameda County, Calif.—Berkeley; New Haven County, Conn.—Waterbury.

[2] Norfolk County includes the independent cities of Norfolk, South Norfolk, and Portsmouth, Va.

[3] This population figure excludes armed forces overseas.

Sources: U. S. Department of Commerce, Bureau of the Census; Sales Management Magazine, New York; R. L. Polk & Co., Detroit, Mich. The table was compiled and published by the Newark Evening News, Newark, N. J.

FCC Receives Bids

(*Continued from page 22*)

Harm, president and one-third owner of KROY Sacramento, is president and 100% owner.

Hazelton, Pa.—Hazelton Broadcasting Co., Channel 2 (54-60 mc), 0.21 kw visual, 0.105 kw aural, antenna 672 ft. Initial cost $135,000, first year cost $100,000, revenue unknown. Applicant is licensee WAZL Hazelton.

Pittsburgh—Matta Broadcasting Co., Channel 10 (192-198 mc), 27.6 kw visual, 13.8 kw aural, antenna 546 ft. Initial cost $176,670, first year cost $120,000, revenue $30,000. Applicant is licensee WLOA Braddock, Pa.

Sacramento, Calif.—HARMCO Inc., Channel 3 (60-66 mc), 17 kw visual, 8.5 kw aural, antenna 415 ft. Initial cost $198,000, first year cost $100,000, revenue unknown. Principals: Hattie Harm, president and 100% owner KARM Fresno; president and one-third owner; Clyde F. Coombs, secretary-vice president KARM, vice president and one-third; Harold B. Frasher, treasurer KARM, secretary-treasurer and one-third.

Salt Lake City—Radio Service Corp. of Utah, Channel 2 (54-60 mc), 18.6 kw visual, 9.2 kw aural, antenna 446 ft. Initial cost $202,000, first year cost $150,000, no revenue expected first year. Applicant is licensee KSL Salt Lake City and owns 25% KID Idaho Falls, Ida., and 60% of KSUB Cedar City, Utah.

San Diego, Calif.—Leland Hobbs, Channel 10 (192-198 mc), 30 kw visual, 15 kw aural, antenna 2,066 ft. Initial cost $218,337.07, first year cost $125,000, revenue unknown. Applicant has sold quest pending also at San Francisco. He has been used car dealer since 1935.

Tulsa, Okla.—Public Radio Corp., Channel 10 (192-198 mc), 26.9 kw visual, 13.5 kw aural, antenna 371 ft. Initial cost $170,500, first year cost $100,000, revenue unknown. Applicant is owner KIRL Tulsa.

Convention

(*Continued from page 47*)

lot is not yet definite, but it understood that each of the works will get 10 spaces and television will get 18.

Another transportation problem worked out was the quick transportation of films, transcriptions and copy from the Convention Hall to local radio stations, planes and trains. Superintendent of Police Guy Parsons promised that a platoon of 30 motorcycle police will be on hand to assist in rushing such material to proper points for further distributions.

Other Details

Lighting details were worked out in a meeting between James Jappe, Republican Convention Manager; William N. Roach, director of conventions for the Democrats; James T. Quirk, WFIL-TV who represented television, and several newsreelmen representatives. It was decided that it would be feasible to use incandescent lighting for both newsreels and television instead of the hotter arc lights.

NBC at Convention

NBC announced last week that all major network news programs will originate in Philadelphia during the Republican National Convention, beginning June 21.

SPECIAL record albums of the entire royal wedding broadcast as heard here in the U. S. last fall have been presented to Princess Elizabeth by NBC as a birthday token, the network has announced.

Commercial

ROY SPRINGER, former commercial manager of WBBB Burlington, N. C. for seven years, has been appointed commercial manager for WCEC and WCEC-FM Rocky Mount, N. C. WCEC and WCEC-FM also have announced appointment of **McGEEHAN & O'MARA** as national representative.

ROY BACCUS has been named commercial manager for both AM and TV operations of WBAP Fort Worth. **KEITH BALDWIN**, who had held the AM position under dual setup, has resigned to join WGAR Cleveland.

LES HUBLEY, former announcer with WLAM Lewiston-Auburn, Me., has joined sales staff of WRDO Augusta, Me.

ADAM J. YOUNG Jr. Inc., New York station representative, has been accepted as an associate member of NAB, firm announced last week.

At Any Cost

FATE has evidently decreed that George Hartford will work for "The Washington Post" interests. Mr. Hartford started his career in the advertising department of the newspaper. He moved to WINX as a salesman after "The Post" purchased that station. Then a few days ago he told WINX General Manager John Hayes he was resigning to accept a job as salesman with WTOP Washington. Mr. Hayes grinned. Mr. Hartford was a little hurt . . . until two hours later when it was announced that "The Washington Post" was buying controlling interest in WTOP. "Just shows you what they'll do to keep a valuable man," said Mr. Hartford, polishing his nails on his lapels.

SAMUEL FORMAN JACKSON and **BARNES COMPTON Jr.**, formerly of New York Daily News advertising department, have joined sales staff of WPIX New York, paper's television station due to go on the air in two weeks.

ROBERT M. McGREDY, sales manager of WTOP Washington, is the father of a girl, Carolyn Haines.

JACK L. KAMSLER has resigned from Chicago office of Friedenberg Agency, station representative.

WLW Cincinnati has received 1948 Linguaphone of America Award for "Promotion of Educational Progress in the World." Station was honored for pioneering use of radio medium for children's educational programs.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

ARRANGEMENTS are completed for the broadcast of 16-game schedule of Cleveland Browns over WGAR Cleveland for third consecutive year under sponsorship of Cleveland district Ford Dealers. Play-by-play descriptions will be picked up by WBNS Columbus for same sponsor. Seated (l to r) Paul Brown, Browns coach and general manager and John F. Patt, WGAR vice president and general manager. Standing (l to r) John Garfield, WGAR salesman; Ray Allen, Ford district manager; John Welch, J. Walter Thompson account executive, and Joe DeMarsh, director, Dealers advertising fund.

New Rexall Show Takes Fitch Sunday NBC Time

NBC last week announced that the Sunday evening 7:30-8 p.m. period, cancelled by F. W. Fitch Co., effective May 23, has been signed for by the Rexall Drug Co., effective immediately.

Rexall will sponsor the *Rexall Summer Theatre*, starring Pat O'Brien and Virginia Bruce, until the return of the Phil Harris-Alice Faye program in the fall. The latter program has been sponsored by Fitch during the Sunday night period.

The network also said that Rexall will relinquish the Jimmy Durante program and the 10:30-11 p.m. Wednesday period, effective June 23. BBDO, Los Angeles, is the agency for Rexall, and L. W. Ramsey, Davenport, Iowa, handles the Fitch account.

Music-Conscious Nation Goal of AMC's Efforts

AMERICAN Music Conference, which recently completed a national survey of musical interests, will extend close cooperation to broadcasters in future months in an effort to disseminate AMC themes and objectives to public.

Working with producers, orchestra leaders and others in the field, AMC will attempt to achieve its major objective of making instrumental music instruction a part of every school's curriculum. Generally, it hopes to make the nation more "music-conscious" through the effort.

CFPR Prince Rupert, B. C., has increased power from 50 w to 250 w on 1240 kc, according to announcement of the Radio Branch, Dept. of Transport, Ottawa.

PLAN TV OUTLET FILM DISTRIBUTION SETUP

CODE OF ETHICS for film distribution to television stations is to be set up by the National Television Film Council, formed May 18 when about 40 video, advertising agency and film representatives met in New York's Hotel Astor.

Melvin L. Gold, director of advertising and publicity for National Screen Service, was named temporary chairman. Committee findings, to be reported at the next meeting in June, eventually will be compiled in a code to be recommended to television stations and film distributors, Mr. Gold said.

One member each from Television Broadcasters Assn. and the American Television Society will be invited to membership in the council, the group decided.

Among organizations represented were: Television stations—WATV Newark, N. J., WRGB Schnectady, N. Y., WPIX New York and Paramount Television; advertising agencies—Grey Advertising, Buchanan & Co. and Compton Advertising, all New York; film companies—Columbia, Republic, Equity Film Exchanges, Film Equity, Film Daily and National Screen Service.

WBUZ Formal Opening

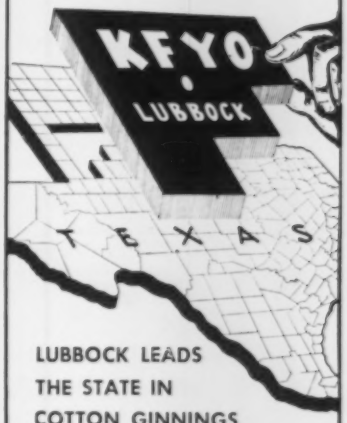
OFFICIAL opening of WBUZ (FM) Bradbury Heights, Md., was held May 19 with special ceremonies. Personnel from other D. C. area stations participated in the send-off. Licensed to the Chesapeake Broadcasting Co., WBUZ has been operating since Jan. 18, but May 19 was set as the formal opening on a full-time basis. The station is on Channel 244, 96.7 mc.

KOIL delivers NEBRASKA'S NO. 1 MARKET—

OMAHA
plus
Council Bluffs

BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

You Can't Complete This Picture Without



LUBBOCK LEADS THE STATE IN COTTON GINNINGS

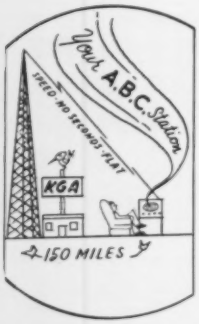
Lubbock County topped all the Counties in the State of Texas in cotton ginning this year! . . . In terms of money this has brought to Lubbock County farmers an estimated $31,000,000.00 . . . and to the 15 counties on the South Plains of Texas $165,000,000.00 This is the market dominated by KFYO—the station with a consistent clear signal!

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales INC.

IN THE Unique SPOKANE MARKET

Where Radio is the Only Medium that Can Instantly Cover the Entire Market Within a 150 Mile Circle.



KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

News

CHARLES HODGES, former correspondent and news analyst with MBS, has joined Rural Radio Network as news analyst and UN correspondent. He will work out of New York from WGHF, RRN affiliate in Manhattan. Mr. Hodges also is professor of international politics at New York U.

JACK MARTIN, former managing editor of "True Detective Magazine," and MARCIA DRENNEN, formerly in United Press television department, have joined news and special events department of WPIX New York.

BOB NEAL, program director of WMPS Memphis, has been promoted to director of special events of station. LARRY TREXLER, newscaster, has returned to WMPS from WDIA Memphis, to assume duties of night supervisor.

JACK BISCO has been appointed vice president and general business manager of United Press, succeeding EDWIN MOSS WILLIAMS, who resigned to enter newspaper and radio field.

ROBERT PARKER has received Farm Radio Scholarship at Iowa State College from WMT Cedar Rapids, Iowa. Mr. Parker will work with farm staff of WMT during summer and will act as farm correspondent for station during fall while he attends classes.

WANT CAREER IN SHOW BUSINESS? HERE'S HOW

YOUR CAREER IN SHOW BUSINESS by Paul Denis. E. P. Dutton & Co., New York. 240 pp. $3.

"THERE are three direct sources of employment for actors, entertainers and announcers in radio and television," Mr. Denis writes, "the advertising agency, the package program producer, network or local stations sustaining programs. The chances of a beginner landing on a sponsored program are slim. It would be wiser for him to try for a sustaining program or avoid the major networks entirely. By concentrating on local stations, he could approach the networks later with the advantage of a radio background."

In such simple, straight-forward language Mr. Denis, radio editor of *The New York Post*, tells the mike-struck youngster how to get an audition (with names and addresses of those in charge of network auditions and how to make appointments with them) and what to do to turn the audition into a job. Eschewing the glamorous inspirational type of writing often found in books of advice, he sticks to such fundamentals as what the chances of employment are, what the competition is, what the field offers for the future for the various categories of show business workers.

The book has a complete and well-organized index.

Andrew David Clarke

ANDREW DAVID CLARKE, 65, radio commentator, died in Toronto May 19 following a heart attack. A former news editor of the *Toronto Globe*, he had been a radio commentator since 1940 on Canadian Broadcasting Corp. network for Ontario and Quebec.

Kempner's Encyclopedia Of TV Handy Reference

TELEVISION ENCYCLOPEDIA by Stanley Kempner. Fairchild Publishing Co., New York. 415 pp. $6.50.

VOLUME has three major divisions. A 40-page chronological survey of video history, 90 pages of thumbnail biographies of leaders in television development, and 250 pages of technical vocabulary, add up to a handy reference work for the non-technical individual suddenly confronted with the trade and technical jargon of the video world.

Bibliography which closes the book needs bringing up to date; its references are almost entirely to material published before or during the war period. Author Kempner was radio and television editor of *Retailing Home Furnishings* from 1943 to 1946.

Atlanta Facsimile Show Given by WSB, 'Journal'

A WEEK-LONG demonstration of WSB Atlanta's facsimile equipment was staged last week to acquaint Atlantans with the system.

A display of the facsimile transmitter, electric typewriters and home recorder units was installed in the lobby of the *Atlanta Journal* for public viewing. WSB and the *Journal*, with which the Georgia station is affiliated in ownership, published complete facsimile editions of the newspaper. Walter Paschall, WSB news editor, was on hand to answer queries of spectators.

Mrs. Victor P. Hobbes

MRS. VICTOR P. HOBBES, known to Canadian radio listeners as Ethelwyn Hobbes, died at Montreal on May 17 after a sudden illness. She became well known in Canadian radio circles after her description in 1939 for the Canadian Broadcasting Corp. of the royal visit of King George VI and Queen Elizabeth to Canada. She was a women's commentator on CBC networks for many years and up to a few days before her death.

WESTINGHOUSE WINS

Stations and Company Take 15 Awards

THE SIX Westinghouse radio stations and Westinghouse Electric Corp. have won 15 awards, honorable mentions and citations for outstanding programming and promotion in eight recent industry competitions, according to J. B. Conley, general manager.

Westinghouse Electric Corp. was honored for its transcribed series *Adventures in Research*, written and produced at KDKA Pittsburgh.

WOWO Fort Wayne heads the stations' list with firsts from the College of New York for "most effective promotion of a regional program" and from Ohio State in a "cultural" category. Station also won honorable mention in the CCNY competition for "unusually effective promotion of a local program" and in the first annual program competition of *The Billboard* for an outstanding child guidance program.

WBZ-WBZA Boston-Springfield took first place at Ohio State and second place in *The Billboard* competition with *It's Tough to be Young*.

KDKA finished in first and second places with two of its educational features in the "intermediate grades school broadcasts" category at Ohio State. Announcer Jack Westover received honorable mention in the Annual H. P. Davis National Memorial Announcers' Awards for 1947.

KEX Portland, Ore., took a second place in *The Billboard* competition with *The Northwesterner* and received honorable mention from the National Board of Fire Underwriters for outstanding efforts in connection with fire prevention.

KYW Philadelphia won its honors—all for promotion. They include: A citation from Ford; honorable mention at CCNY, and a tie for third in *The Billboard* promotion competition.

Memo to: *Ruth Jones*,
Benton & Bowles:

BILL DAWES, Disc Jockey on WCKY's MAKE-BELIEVE BALLROOM, was chosen as YEARS OUTSTANDING DISC JOCKEY by STEVENS COLLEGE Girls. *LET BILL DAWES SELL YOUR PRODUCT IN CINCINNATI.*

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Murray G. Crosby Forms Own Consulting Practice

MURRAY G. CROSBY has formed his own radio-electronic consulting practice, Crosby Laboratories, at 126 Old Country Rd., Mineola, N. Y. He was formerly a member of the firm of Paul Godley Co., consulting radio engineers.

Mr. Crosby

Mr. Crosby studied electrical engineering at the U. of Wisconsin and received his B.S. degree in 1927 and a professional electrical engineering degree in 1943. From 1925 to 1944 he was research engineer for RCA in the communications division of RCA Laboratories. In 1943-44 he served as an expert technical consultant to the Secretary of War and also served on Panel No. 1 of the Radio Technical Planning Board.

He has written a number of technical articles and been issued aproximately 150 patents. The Modern Pioneer Award from the NAM was given Mr. Crosby in 1940 and he was awarded a Fellowship in the Institute of Radio Engineers. He is a member of the board of directors of the Institute of Radio Engineers, a Fellow of the Radio Club of America and a member of the American Institute of Electrical Engineers.

KCFM (FM) Launched

KCFM (FM) Kansas City, Mo., is on the air at 94.9 mc, Channel 235, with 54 kw. Programs of KCMO, sister operation licensed to the KCMO Broadcasting Co., will be duplicated on KCFM 3-10 p.m. daily as the base of the FM station's schedule.

AMERICAN Federation of Musicians has mailed 16-page cartoon-illustrated brochure titled "The Record on Records" to its locals, newspaper editorial writers, and trade press editors as part of union's new campaign for bringing its side of recording ban issue before public.

OUTPUT OF TV SETS CONTINUES TO CLIMB

PRODUCTION of TV receivers continued to increase in April, reaching a weekly average of more than 11,500 units, according to Radio Manufacturers Assn., representing 90% of total production of broadcast sets. The month's output of 46,339 TV sets for a four-week period brought the 1948 total to 350,000 units and the weekly rate was 28% above the average a year ago.

Production of receivers of all types in April totaled 1,182,473, a seasonal decline. Of the total, 90,635 were AM-FM models, bringing the postwar FM total to nearly 2,000,000. Portables and auto sets continued to come off the production lines in large quantity, but table models dipped sharply.

Canadian Set Production Drops As Result of Tax

CANADIAN radio manufacturers did not receive the expected cut in 25% excise tax on radio receivers in new Canadian budget, announced May 18.

A spokesman for the Radio Manufacturers Assn. of Canada stated that the position of the companies is bad and manufacturers are worried. Some companies report heavy cuts in staff. Manufacturers have 160,000 completed sets on hand, half a prewar year's supply. Dealers have twice that many sets on their floors.

Production since the 25% excise tax went in effect last November has dropped from 120,000 sets in November to 30,000 in April, the industry points out, while on sets costing $50 at the factory, retailing for $100, the government takes $15 and manufacturer makes $2.50. On mantel models manufacturer considers himself fortunate to clear 25 cents. Tax was applied to articles with high content of U. S. manufactured components, to cut consumption in view of Canada's shortage of U. S. dollars.

Technical

JAMES HATFIELD, formerly with KWSC Pullman, Wash. has joined KIRO Seattle, as chief engineer.

HAROLD W. HASKELL has joined engineering staff of WKOX Framingham, Mass. He succeeds BILL BAKER, who died suddenly May 13.

JAMES ALBERT GIMBEL has joined engineering staff of WIP Philadelphia, for summer relief work. He is graduate of Philadelphia Wireless School and formerly was with Philco.

VERTROD Corp., New York, has announced development of series of window mounted rod type television, FM and AM antennas described as departure from accepted theory of antennas. Models are said to project not more than 45 inches for reception.

GENERAL ELECTRIC Co., Tube Div., has announced two new miniature electronic tubes, Types 6AV6 and 12AV6, designed for use as combined diode-detectors, automatic - volume - control tubes and first audio-frequency amplifiers. Tubes are intended to supersede Types 6AT6 and 12AT6. GE Specialty Div. also has introduced new audio oscillator beat frequency, Type YGA-4, designed for use in testing radio receiver audio channels.

Radio and Video Grow With Nation's Capital

AS WASHINGTON grows, "more and more good radio and television production is originating in the world's capital," according to Jeff Abel, radio-television director and partner of Henry J. Kaufman & Assoc., Washington advertising agency.

"There are more advertisers using radio and television than ever before in this area," Mr. Abel said. "Figures show that Washington video has boomed . . . and there are now well over 10,000 receivers in operation . . . and advertisers in increasing numbers are discovering that television is a sales medium, not merely a prestige experiment.

"National and regional advertisers have discovered that they can get top-notch 'network know-how' in the Capital . . ." Mr. Abel added, "and more of them are looking to expanding Washington agencies for creation and production of programs." As Washington looms even larger in national and world affairs, Mr. Abel feels that it should logically become one of the most important points of origin for radio and video programs.

WTVJ Transmitter

HIGH - POWERED television transmitter, rated at 5 kw, for WTVJ, new video station under construction at Miami, Fla., has been shipped from Electronics Park, Syracuse, N. Y., by General Electric Co. Subject to FCC approval, the transmitter will be located in the Everglades Hotel and the studio at 19 N. W. Third St. WTVJ is licensed to the Southern Radio and Television Equipment Co. and is expected to be in operation by the end of July, on Channel 4 (66-72 mc), 7 kw aural and 13.7 kw visual.

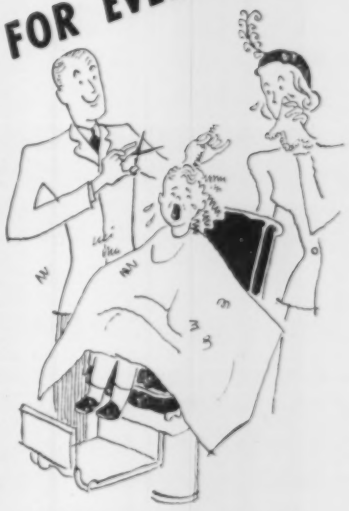
IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

THERE'S A First Time FOR EVERYTHING!



NOW... For the First Time YOU CAN DOMINATE all WEST MICHIGAN WITH WLAV and WLAV-FM

GRAND RAPIDS

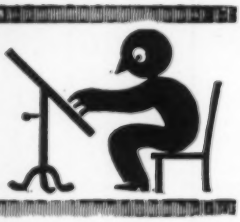
This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. Soon 57,000. ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIGAN

Promotion



TRIP TO Washington and opportunity to appear on ABC's "America's Town Meeting of the Air" were awarded to Richard Ball, 17, of Hawarden, Iowa, who was winner of High School Forum contest conducted by WNAX Yankton, S. D. Contest was presented by station in cooperation with 4th District of Iowa Congress of Parents and Teachers. With 23 participating high schools, program was presented in format similar to "Town Meeting" shows with four students making speeches on topic selected by student representatives. As a climax of series, all school panels were invited to compete for grand prize. Dick was named winner out of more than 13,000 students who had heard and participated in series. He was accompanied to Washington by Art Smith, Sioux City manager of WNAX and he appeared on May 18 broadcast of "Town Meeting" along with Sen. Robert Taft, Rep. Richard Nixon, Thurman Arnold, former U. S. Attorney, and Ralph Mc Gill, editor of "Atlanta Constitution."

'Who Is Mr. Who'

FIVE STATION cooperation in Asheville, N. C., helped build contributions for proposed improved Memorial Stadium. All stations aired nightly strip "Who Is Mr. Who" for four weeks. Each program gave two clues, one transcribed featuring voice of "Mr. Who," the other read live. Prizes were donated by local merchants and contestants sent contributions with entries. Climax was held in Asheville City Auditorium during which prizes were awarded, a variety show was staged by station personnel and "Mr. Who," A. B. "Happy" Chandler, high commissioner of baseball, was presented. Stations cooperating were WLOS WWNC WNCA WISE WSKY, all in Asheville.

CFBC Booklet

CFBC St. John has issued mimeographed booklet on station's special promotion campaign in connection with Nationally Advertised Brands Week. Booklet gives background of campaign and samples of special announcements, commercials and programs produced by CFBC.

Tourist Campaign

ANNUAL TOURIST promotion program has been launched by KXL Portland, Ore. Program includes project of selling prospective tourists all over United States through medium of playgrounds and a publication of Pacific Northwest Broadcasters, with which KXL is affiliated. Campaign to acquaint people in Oregon and Washington with value of tourist trade and importance to community also is included in promotion program. Daily prizes will be given for winning slogans, and grand prize of vacation at seaside with all expenses paid will be awarded winner.

WHK Book Matches

CARTON of eight book matches have been sent to the trade by WHK Cleveland. Printed in white with red letterings, front cover reads "Make a date with—". Inside continues, "WHK for Daytime Music—Nightime Variety—All time good listening" in white letters on background of blue.

Kaufman Promotion

HENRY J. KAUFMAN & Assoc., Washington, is distributing material to prospects on work done for Wood Office Furniture Institute. Included is two color piece telling of research done by agency for client; a reprint of one of the ads prepared; "Trends" official publication of WOFI with reprint of another ad and reply card for persons interested in further information about the agency.

KOOL Flashcast

A BIG celebration May 24 ushered in first operation of the Trans-Lux flashcast electric news sign, erected by KOOL in Phoenix. Mayor Nicholas Udall, civic leaders and celebrities headed by Gene Autry were present at the ceremonies. Sign will be in operation every day except Sunday, 10 a. m.-10 p.m.

Gourd Seeds

RESPONSE to this year's fifth annual offer of gourd seeds over WTMJ Milwaukee has hit a new high of 15,173. Seeds, promoted by Gordon Thomas on "Top o' the Morning" program, were promoted only on program for ten mornings in early part of May. Requests were received from Michigan, Illinois, Indiana and all parts of Wisconsin. WTMJ sponsors a follow-up gourd contest and exhibit in the fall, with prizes for the largest and for the most attractive display.

Station Booklet

ILLUSTRATED BOOKLET has been issued by CFPL London, Ont., on its staff, featuring not only its management, sales, programs and engineering staff, but also its staff orchestra, soloists and chorus. Booklet deals with new CFPL-FM and ends with statement "CFPL is a public service station dedicated to entertainment, education, information and all worthy community projects."

Merchants Saluted

RETAIL GROCERS in Fargo, N. D. are receiving compliments on "Spotlight on Your Grocer" show over KFGO Fargo. Program compliments a retail grocer, and includes statement such as: "The next time you are in your grocery store notice how your grocer features products you hear advertised over the radio. He makes it easier for you to buy these products because he knows that, generally, they'll better suit you." Program is station promotion and not done in cooperation with any grocers' group. Similar program is carried weekly saluting druggists of area, and one titled "Automobile Showroom", which salutes car dealers.

Slogan Contest

CONTEST is being held by WPIX (TV) New York for best station slogan. Prizes total $10,000 with first prize $5,000. Slogan and letter of 50 words or less telling why slogan is best must be in by midnight June 5. Winner to be announced June 13, two days before station goes on air.

Movie Trailers

MOTION PICTURE trailers are being shown in 12 Indiana theatres pointing out broadcasts of Cincinnati Reds baseball games over WCSI (FM) Columbus, Ohio, and benefits of owning an FM radio.

KVOO Scholarship

KVOO Tulsa has awarded a $1200 U. of Tulsa Radio School scholarship to Moody Siebert, who was judged the outstanding radio student on KVOO's "Central High School Day." For the twelfth year, KVOO turned the station over for a full day to the Central students. Event was climaxed by a salute to "alumni" who are now well known in radio.

Contest Judged

FINAL JUDGING in D. C. Savings Bond Division Poster Contest was televised by WTTG Washington May 26. Saving for security through U. S. Bonds and Stamps was subject of poster design and contest was open to all students of Washington area between sixth and twelfth grades. Winning poster will be reproduced and distributed nationally in "School Savings Journal."

Promotion Personnel

ROBERT B. DONOVAN, former assistant sales promotion manager of WLS Chicago, has joined WNAX Yankton, S. D., as promotion manager.

RONALD C. FRAZER, with Canadian Broadcasting Corp. since 1939, has been appointed supervisor of press and information service of CBC at Toronto headquarters.

GENE FILIP, member of public relations department at WGN Chicago is the father of a boy, Daniel Scott.

A NEW magazine, "Amusement Center," is scheduled to start Sept. 1 and will be published monthly thereafter. Written for owners and management of five major amusement industries, magazine will cover radio among other lines, from angle of architecture, planning, equipping, etc. Preview edition has just been issued, with a section on "Studio Audience" for radio.

COMEDY SHOWS REPORT BY RAP: 'ACCEPTABLE'

"ACCEPTABLE" was the word for comedy programs monitored by college student critics during the 26th and 27th weeks of the Radio Acceptance Poll, according to tabulation headquarters at St. Joseph of Indiana.

The latest RAP figures, covering weeks beginning April 4 and 11, show that in the opinion of the students the *Fibber McGee & Molly* and Jack Benny programs were "highly acceptable" and that only a handful of individual performers slipped into the "barely acceptable" category.

Total of 3,360 votes in both classifications was cast during the two weeks, with cumulative totals for 27 weeks based on 62,667 individual performer votes cast on 15,403 program ballots.

A final RAP report will be released shortly showing complete results of 30 weeks of balloting which closed May 8.

LOYALTY REPORT
KIOA-Inspired Telegram Measures 252 Feet

SPURRED on by a 252-foot telegram inspired by KIOA Des Moines, the Des Moines Bruins baseball team won its way out of the cellar spot in the Western League May 13. After the loss of six out of seven games on a road trip, Sportscaster Don O'Brien invited his listeners to mail or phone their names to him so that he could show the ball club the fans were still behind the team.

Within 48 hours Mr. O'Brien had 5,696 names, which he promptly put on the telegram. Two Western Union boys brought the telegram into Pioneer Memorial Park. While one lad was still in center field, the other began unrolling it, ending at home plate. They were preceded by a gaily bedecked little German band led by Paul Small, KIOA midget disc jockey, dressed as a bellhop. The Bruins won the game.

YOUR OWN TAILORED

RADIO PICTURE ALBUM

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JOS. WEED & CO.,
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About the
Maritimes Busiest Station
5000 WATTS—NOW!

EAGLE SCOUT Win Koerper congratulates his father, Karl Koerper, vice president and managing director of KMBC and KFRM Kansas City, on his receiving the Order of the Silver Beaver. Mr. Koerper's award for service to scouting is the highest Boy Scout honor to civilians.

Pittsburgh Radio Club Announces New Officers

PITTSBURGH Radio & Television Club elected officers for the coming year at final meeting of the current season May 18. Carl Dozer, president and WCAE sales manager, presided. Richard C. Bachman, account executive at W. Earl Bothwell Advertising Agency, was elected new president.

Other officers selected were: George Young, manager, WPGH, first vice president; Bill Sutherland, freelance sports announcer, second vice president; Taylor Urquhart, director of radio and television of Bothwell Agency, third vice president; Mildred Urquhart, WEDO McKeesport, secretary; Marie Wilk, WWSW, treasurer; Jack Meridan, manager, WPIT, director; Lloyd G. Chapman, KDKA, director, and Les Sterne and T. J. MacWilliams, Smith Taylor & Jenkins Ad Agency, agency directors.

WCSI (FM) Columbus, Ind., has extended its broadcast schedule another hour in the evenings. Station now signs on at 11:30 a.m. and off at 11 p.m., daily except Sat., when it broadcasts from 11:30 a.m. until 1:00 a.m. Sunday.

New Business

(*Continued from page 13*)

of 1949 truck line. Announcements will be used on 94 stations carrying Studebaker programs.

Network Accounts • • •

HOUSEHOLD FINANCE Corp., Chicago, June 23 renews *The Whistler* on CBS, 10-10:30 p.m. Wednesdays. Le Vally Inc., Chicago, is the agency.

PETER BALLANTINE & SON (Ballantine Beer & Ale) June 9 will sponsor Rocky Graziano-Tony Zale fight for middle-weight boxing championship over more than 450 MBS stations. Price of broadcast rights reportedly was $45,000.

NOXEMA CHEMICAL Co., Baltimore (Noxema Skin Cream), cancels ABC *Mayor of the Town* effective June 30 after four years sponsorship. Spot announcements are expected to be substituted. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

GENERAL MILLS Inc., Minneapolis, will use national radio advertising in connection with introduction next month of new home appliance—steam iron attachment for its Tru-Heat iron. ABC's *Betty Crocker Magazine of the Air* will feature promotion during month.

Adpeople • • •

R. NEISEN HARRIS, president, Toni Co., and **IRVING B. HARRIS**, executive vice president, named directors of Gillette Safety Razor Co., Toni parent firm.

184 Chevrolet Dealers Sponsor TV Race Series

SERIES of 13 telecasts from Belmont, Jamaica and Aqueduct is being sponsored on WCBS-TV New York by 184 Chevrolet dealers in the New York area. The series, which began May 1, will continue through Nov. 11, with each program running from 25 to 45 minutes during mid-afternoon.

Chevrolet also sponsors *Chevrolet Teleneus Weekly* on Tuesdays, 7:40-8 p.m., over WABD New York, WFIL-TV Philadelphia, WMAL-TV Washington, WWJ-TV Detroit, WBKB Chicago, KSD-TV St. Louis and KTLA Los Angeles. Campbell-Ewald Co., New York, is the agency.

AWB 10th District Unit Given Report on Meeting

A REPORT on a recent meeting of broadcasters and educators featured a dinner meeting of Kansas City members of District 10 of the Assn. of Women Broadcasters May 13 at the Muehlebach Hotel, Kansas City, Mo.

Miss Anne Hayes, district chairman, reviewed proceedings of the Institute for Education by Radio held at Columbus, Ohio, April 30-May 3. The official also recited proposed AWB by-law changes. Plans for a future district meeting were discussed.

FAB to Orlando

FLORIDA ASSN. of Broadcasters has changed the time and place of its annual meeting to June 18-19 at the Colonial Orange Court Hotel, Orlando, W. G. McBride, the association's secretary-treasurer announced last week. Meeting originally had been scheduled for June 23-24 in Daytona Beach.

WALE DEDICATED
Fall River, Mass., Gets Second Station

MAYOR William P. Grant launched WALE Fall River, Mass., May 6 when he threw the master switch on a dummy transmitter set up in front of City Hall. Carried on the opening program were tape-recorded greetings from Robert Bradford, governor of Massachusetts, and Attorney General Clarence Barnes. Telegrams from Sen. Henry Cabot Lodge, House Speaker Joseph Martin and others were read by J. Buz Way, station manager. Local officials offered their congratulations in person.

Moby Dick, WALE's sea-going mascot, also was on hand to greet the several thousand people who gathered in front of City Hall.

Station is owned by Narragansett Broadcasting Co. and is on 1400 kc with 250 w fulltime.

In addition to Mr. Way, staff includes Nellie McCain, program director; Norman Guimond, chief engineer, and George Sisson Jr., sales promotion.

KNBH (TV) Lists Rates As It Plans Fall Start

KNBH (TV) Hollywood, which expects to take the air by Oct. 1, has announced its rate schedule.

A flat time rate of $500 an hour will prevail on the NBC station, according to Niles Trammell, NBC president. Additional charges, according to types of program, will be $750 an hour for studio use, $250 an hour for film and varying charges for remote pickups, based on the individual program.

KNBH is assigned Channel 4 (66-72 mc).

IN WESTERN NEW YORK

it's WHAM

WHAM's 50,000 watts beam your sales message directly into 900,000 Western New York homes! WHAM's clear, powerful signal gives day and night coverage of 43 counties—an area of richly productive farm, fruit, and dairy land, centered about Rochester, the home of over 800 separate manufacturing concerns.

For you, this means coverage and penetration in an area of high living standards, a market of people who buy. **WHAMland** offers you 140,000 prosperous above average farm homes, over 40 thriving communities—plus Rochester, a model of diversified industry—A complete market of richness and stability!

In this super rich territory, **WHAM** stands alone as a station that is "tops". Its program schedule, tailored to local tastes, plus the mighty headliners of N.B.C., produce a listening appeal that proves **WHAM TOPS THEM ALL.**

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

May 21 Decisions . . .

BY THE COMMISSION

Modification of Grant

KBUC Corona, Calif.—Adopted memorandum opinion and order modifying grant made Oct. 30, 1947, for new station to American Pacific Radio Bcstg. Co. (KBUC), to specify cond. that applicant will accept such interference that might result to its proposed operation in event grant of application of Whittier Bcstg. Assoc., and dismissed petition of Whittier Bcstg. Assoc. seeking reconsideration and setting aside of grant previously made to KBUC.

May 21 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

KXLR North Little Rock, Ark.—CP change frequency from 1450 to 1150 kc, increase 250 w to 1 kw-N 5 kw-D, install DA-N.

Modification of CP

KAGH Pasadena, Calif.—Mod. CP new standard station for extension of completion date.

Assignment of License

KSON San Diego, Calif.—Voluntary assignment of license from John Gordon Studebaker and John Ward Studebaker, partnership d/b as Studebaker Bcstg. Co. to John Ward Studebaker, John Gordon Studebaker and C. Frederic Rabell, d/b as Studebaker Bcstg. Co.

AM—1430 kc

Pontiac Bcstg. Corp., Pontiac, Ill.—CP new standard station 1430 kc 500 w D.

Modification of License

KCBC Des Moines—Mod. license to change name of licensee from Kapital City Bcstg. Co. to Majestic Bcstg. Co.

AM—1220 kc

St. Croix Bcstg. Co., Stillwater, Minn.—CP new standard station 1220 kc 250 w D.

AM—980 kc

KSGM Ste. Genevieve, Mo.—CP change frequency from 1450 to 980 kc, increase 250 w D to 500 w N 1 kw D, install DA-N.

Transfer of Control

WOV New York—Transfer of control of licensee corporation from Arde Bulova and Harry D. Henshel to Victory Bcstg. Corp.

AM—1450 kc

KBPS Portland, Ore.—CP change power from 100 to 250 w.

Modification of CP

WWSW Pittsburgh—Mod. CP change frequency, increase power, etc., for extension of completion date.

AM—740 kc

Bob Jones U. Inc., Greenville, S. C.—CP new standard station 740 kc 1 kw D.

AM—1600 kc

Wheeling Bcstg. Co., Wheeling, W. Va.—CP new standard station 1600 kc 250 w D.

Assignment of CP

KWFM San Diego, Calif.—Voluntary assignment of CP new FM station from John Gordon Studebaker and John Ward Studebaker, partnership d/b as Studebaker Bcstg. Co., to John Ward Studebaker, John Gordon Studebaker and C. Frederic Rabell d/b as Studebaker Bcstg. Co.

Modification of CP

WDRC-FM Hartford, Conn.—Mod. CP new FM station for extension of completion date.

WMBR-FM Jacksonville, Fla.—Same.

WFLA-FM Tampa, Fla.—Same.

KRNT-FM Des Moines, Iowa—Same.

KSCJ-FM Sioux City, Iowa—Same.

WEEI-FM Boston—Same.

WJBK-FM Detroit—Same.

FM—101.9 mc

Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmet Holmes McMurry Jr., and Frank Wilson Baldwin, partnership d/b as Radio Services Co., WJPR Greenville, Miss.—CP new FM station (Class B) on Channel 270 101.9 mc, ERP 19.1 kw, ant. height above average terrain 425 ft.

Modification of CP

WJDX-FM Jackson, Miss.—Mod. CP new FM station to change ERP from 100 kw to 50 kw, decrease ant. height above average terrain to 577 ft., decrease overall height above ground to 459 ft. and make changes in ant. system.

WJDX-FM Jackson, Miss.—Mod. CP new FM station for extension of completion date.

KWOW Omaha, Neb.—Same.

WGBG-FM Greensboro, N. C.—Same.

WBIG-FM Greensboro, N. C.—Same.

WMFD-FM Wilmington, N. C.—Mod. CP new FM station to change ERP from 13 kw to 11.3 kw.

WLWA Cincinnati—Mod. CP new FM station for extension of completion date.

KOAK Clinton, Okla.—Same.

KOIN-FM Portland, Ore.—Same.

WROL-FM Knoxville, Tenn.—Same.

WRAI Wausau, Wis.—Same.

TV—192-198 mc

South Television Bcstg. Co., Little Rock, Ark.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 3.1 kw, aur. 1.6 kw unl.

TV—54-60 mc

Television Fresno Co., Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.65 kw, aur. 11.92 kw unl. AMENDED to change frequency to Channel 2, 54-60 mc, decrease ERP to vis. 14.2 kw, aur. 7.09 kw.

TV—198-204 mc

Television California, San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 31.35 kw, aur. 15.66 kw unl. AMENDED to add name of C. L. McCarthy to partnership.

TV—66-72 mc

The Daniels & Fisher Stores Co., Denver, Col.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.7 kw, aur. 9.1 kw unl. AMENDED to change frequency to Channel 4, 66-72 mc.

TV—54-60 mc

Denver Television Co., Denver, Col.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw unl. AMENDED to change frequency to Channel 2, 54-60 mc.

TV—186-192 mc

The Tribune Co., Tampa, Fla.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 15.1 kw, aur. 7.55 kw unl. AMENDED to change frequency to Channel 9, 186-192 mc, increase ERP to vis. 25.8 kw, aur. 12.9 kw.

TV—198-204 mc

General Bcstg. Co., Atlanta, Ga.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 36.8 kw, aur. (not stated) unl. AMENDED to change frequency to Channel 11, 198-204 mc.

Lee Bcstg. Inc., Quincy, Ill.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 23.6 kw, aur. 12.4 kw unl.

TV—174-180 mc

The Gazette Co., Cedar Rapids, Iowa—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.1 kw, aur. 11.6 kw unl.

TV—186-192 mc

Baton Rouge Bcstg. Co. Inc., Baton Rouge, La.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 26.9 kw, aur. 13.4 kw unl.

ACTIONS OF THE FCC

MAY 21 to MAY 27

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

TV—66-72 mc

Radio Station KTBS Inc., Shreveport, La.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 14.25 kw, aur. 7.66 kw unl.

TV—198-204 mc

Fairfield Manor Television Co., Shreveport, La.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 18.25 kw, aur. 9.1 kw unl.

TV—60-66 mc

The Hampden-Hampshire Corp., Holyoke, Mass.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 8.5 kw, aur. 4.25 kw unl.

TV—204-210 mc

Rockford Bcstrs. Inc., Rockford, Ill.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 30.1 kw, aur. 15.9 kw unl.

TV—60-66 mc

Fetzer Bcstg. Co., Kalamazoo, Mich.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 8 kw, aur. 7.86 kw unl.

Modification of CP

KOB-TV Albuquerque, N. M.—CP new commercial television station for extension of completion date.

TV—186-192 mc

Mid-South Television Bcstg. Co., Memphis, Tenn.—CP commercial television station on Channel 9, 186-192 mc, ERP vis. 19.2 kw, aur. 13.7 kw unl.

TV—82-88 mc

Milwaukee Bcstg. Co., Milwaukee—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 28 kw, aur. 14 kw unl.

TV—Exp. Relay

WGN Inc., Chicago—CP new experimental television relay station on 6875-6900, 6900-6925, 7000-7025 mc, 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

TV—Exp. Relay

WGN Inc., Chicago—CP new exp. television relay station on 6875-6900 mc, 0.1 w, emission A-5 and hours in accordance with Sec. 4.131(b) and 4.163.

WXYZ Inc., Detroit, Mich.—CP new exp. television relay station on 6875-6900, 6900-6925, 7000-7025, 7100-7125 mc, 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

License for CP

RCA Princeton, N. J.—License to cover CP new exp. television station.

W4XW Richmond, Va.—License to cover CP new exp. television relay station and to request operation as portable station in area of Richmond, Va. in lieu of fixed location.

KTRW Warner Bros. Bcstg. Corp., Hollywood, Calif.—License to cover CP new remote pickup station.

License for CP

WLSU Baton Rouge, La.—License to cover CP new FM educational station.

STL—920-960 mc

J. W. Woodruff, J. W. Woodruff Jr., and E. B. Cartledge Jr., d/b as Columbus Bcstg. Co., Columbus, Ga.—CP new STL link station on 920-960 mc, 10 w, emission A3, special for FM and unl.

Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—CP new ST link station on 920-960 mc, 10 w, emission special for FM and unl.

License Renewal

Applications for renewal of standard broadcast license filed by: KBIX Muskogee, Okla.; KBON Omaha, Neb.; KBST Big Spring, Tex.; KDRO Sedalia, Mo.; WGNS Murfreesboro, Tenn.; and KWKC Bogalusa, La.

TENDERED FOR FILING

FM—94.3 mc

South Suburban Bcstg. Co., Blue Island, Ill.—CP new FM station on 94.3 mc, Channel 232, and ERP 1 kw.

TV—180-186 mc

Paul R. Bartlett, Bakersfield, Calif.—CP new commercial television station on Channel 3, 180-186 mc, ERP vis. 2.47 kw, aur. 1.23 kw.

TV—60-66 mc

Central States Bcstg. Co., Omaha, Neb.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.7 kw, aur. 7.85 kw.

TV—192-198 mc

Public Radio Corp., Tulsa, Okla.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 26.9 kw, aur. 13.5 kw.

TV—76-82 mc

WSAZ Inc., Huntington, W. Va.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18.2 kw, aur. 9.1 kw.

Assignment of License

WTWA Thomson, Ga.—Consent to assignment of license to Hickory Hill Bcstg. Co.

WCNT WCNT-FM Centralia, Ill.—Consent to assignment of license of AM station and CP for WCNT-FM to WCNT Inc.

AM—1220 kc

St. Croix Bcstg. Co., Stillwater, Minn.—CP new standard station 1220 kc 250 w D.

AM—740 kc

Bob Jones U., Greenville, S. C.—CP new standard station 740 kc 1 kw D.

Assignment of License

KSTA Coleman, Tex.—Consent to assignment of license to Coleman County Bcstg. Co. Inc. (Texas corporation).

Assignment of CP

KWIE Kennewick, Wash.—Consent to assignment of CP to Harold A. Clark, Donald E. Seeley, Marvin E. Johnston, and Clarence J. McCredie, partnership d/b as Mid-Columbia Bcstrs.

AM—1600 kc

Wheeling Bcstg. Co., Wheeling, W. Va.—CP new standard station 1600 kc 250 w D.

May 24 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Durr)

Beacon Bcstg. Co. Inc., Boston—Granted petition for continuance of FM consolidated hearing from June 7 to July 6 at Boston.

WFSS Coram, N. Y.—Granted petition for continuance of hearing from May 31 to July 30 at Coram.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for continuance of hearing from May 28 to June 30 at Washington.

WPAT Paterson, N. J., and WFMD Frederick, Md.—Granted joint petition for continuance of consolidated hearing from May 24 to June 24 at Washington.

The Helm Coal Co., York, Pa.—Granted petition for continuance of consolidated TV hearing from July 1 to Sept. 13 at York, Pa. Granted petition to accept late appearance in re its TV application.

Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo.—Granted petition for continuance of hearing from June 4 to July 29.

WHLD Niagara Falls, N. Y.—Granted petition for leave to amend its application to specify 1270 kc 5 kw D DA in lieu 1200 kc 1 kw limited time. Accepted amendment and removed application from hearing docket.

Hawley Bcstg. Co., Reading, Pa.—Granted petition to amend application for TV station to show appointment of Clifford M. Chafey, station manager, as general manager and officer of petitioner corporation.

KOY Phoenix, Ariz.—Dismissed as moot petition to continue hearing scheduled May 24.

WLOE Leaksville, N. C.—Granted petition for continuance of hearing from June 3 to July 28 at Washington.

Bert Williamson, Martinex, Calif.—Passed at request of counsel petition to dismiss application.

WWBZ Vineland, N. J.—Commission, on its own motion, continued hearing scheduled for May 25 to June 8 at Washington.

WHIP Silver Spring, Md., and WARL-FM Arlington, Va.—Granted joint petition for extension of time to file proposed findings in re their applications and time was extended to July 20.

KGMO Bcstg. Co., Kansas City—Granted petition for leave to amend application for TV station to increase by 40 ft. height of supporting tower of its ant., etc.

KWRZ Flagstaff, Ariz.—Granted petition to dismiss without prejudice its application.

Denver Bcstg. Co., Denver, Col., and KCMO Kansas City—Granted petition for continuance of consolidated hearing set for June 14 to July 29 at Washington.

KERO Bakersfield, Calif.—Granted petition to dismiss without prejudice his application.

KGDM Stockton, and Sacramento Bcstrs. Inc., Chico, Calif.—Granted joint petition for continuance of consolidated hearing from May 27 to July 29 at Washington.

Leland Holzer, San Francisco—Granted petition for leave to amend his TV application to change cost of construction and technical information.

WDGY Minneapolis—Granted petition for extension of time to file opposition to petition to make order to show cause final, and time was extended to June 3.

FCC CORRECTION

IN MOTIONS actions report dated May 14, item referring to W. A. Smith, Plant City, Fla., should read to "specify frequency 1570" instead of 1470 kc.

The Connecticut Bcstg. Co., Hartford—Granted in part petition for continuance of consolidated TV hearing scheduled May 24, and hearing was continued to August 10 at Hartford.

Television Productions Inc., San Francisco—Granted petition for leave to amend its TV application to change name of applicant to Paramount Television Productions Inc.

Model City Bcstg. Co. Inc., Anniston, Ala.—Granted petition for continuance of consolidated hearing from May 27 to June 28 at Washington.

Tuscola Chamber of Commerce, Tuscola, Ill.—Referred to full Commission petition for leave to intervene and file exceptions to proposed decision in re application WDZ.

KFMJ Tulsa, Okla.—Passed over petition to reinstate application.

Hearings were continued on following applications as indicated: WIL St. Louis, from May 26 to July 2 at Washington; Frequency Bcstg. System Inc., Shreveport, La., continued to June 25 at Washington; KWTO Springfield, Mo., continued from May 27 to June 28 at Washington; Crescent Broadcast Corp., Shenandoah, Pa., continued from May 24 to June 25 at Washington.

(By Commissioner Walker)

WELO Tupelo, Miss.—Granted petition to continue hearing from May 18 to July 26 at Washington.

Coconino Bcstg. Co., Flagstaff, Ariz.—Commission, on its own motion, continued consolidated hearing scheduled for May 18 to July 21 at Washington.

May 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KSPA Santa Paula, Calif.—License to cover CP new standard station.

Modification of CP

WXLW Indianapolis—Mod. CP new standard station for extension of completion date.

License for CP

WASA Havre de Grace, Md.—License to cover CP new standard station.

WALE Fall River, Mass.—Same.

AM—1260 kc

WSWZ Inc., Trenton, N. J.—CP new standard station 1260 kc 5 kw DA unl. AMENDED to change power to 1 kw N 5 kw D.

License for CP

KISD Sioux Falls, S. D.—License to cover CP new standard station.

KFYN Bonham, Tex.—Same.

AM—1600 kc

Brownsville Bcstg. Co., Brownsville, Tex.—CP new standard station 1150 kc 1 kw DA D. AMENDED to change frequency from 1150 to 1600 kc.

License for CP

KDDD Dumas, Tex.—License to cover CP new standard station.

WBEL Beloit, Wis.—Same.

WLDY Flambeau Township, Wis.—Same.

Modification of CP

WEMI New Haven, Conn.—Mod. CP new FM station for extension of completion date.

License for CP

WWPB-FM Miami, Fla.—License to cover CP new FM station.

Modification of CP

WQAM-FM Miami, Fla.—Mod. CP new FM station to increase ERP from 49 kw to 58.8 kw.

WKJG-FM Fort Wayne, Ind.—Mod. CP new FM station for extension of completion date.

License for CP

WBOC-FM Salisbury, Md.—License to cover CP new FM station.

Modification of CP

WNAM-FM Neenah, Wis.—Mod. CP new FM station for extension of completion date.

License for CP

WGH-FM Newport News, Va.—License to cover CP new FM station.

TV—174-180 mc

Southeastern Bcstg. Co., Macon, Ga.—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 3.08 kw, aur. 1.54 kw unl.

License for CP

WTDS Toledo, Ohio—License to cover CP new non-commercial educational FM station.

License Renewal

KVLF Alpine, Tex.—License renewal AM station.

May 25 Decisions . . .

BY THE COMMISSION

WLAN Lancaster, Pa.—Granted mod.

(*Continued on page 72*)

All Home Games
of the
CLEVELAND
INDIANS
NOW BEING
TELEVISED
OVER
WEWS
First in Cleveland

SPONSORED IN FULL BY
GENERAL ELECTRIC
through
Batten, Barton,
Durstine & Osborn

Television is forging ahead "on the double" in Northern Ohio (covering Metropolitan Cleveland and all of Akron, too). Advertisers are quick to see the great impact WEWS has on the new and fast-growing audience.

THE SCRIPPS-HOWARD
RADIO STATIONS

- WEWS Television — WEWS-FM, Cleveland, Ohio
- WCPO, Cincinnati, Ohio (Now building Television)
- WNOX, Knoxville, Tenn.

All these stations represented by

THE BRANHAM COMPANY

KFMB sells SAN DIEGO ...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

SPEARHEADING THE PROGRESS OF FM
WASHington D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD GEN. MGR.
1319 F STREET, N.W.

FCC Actions

(Continued from page 71)

Decisions Cont.:

of CP to change from DA-DN to DA-N only, and for extension of commencement and completion dates.

BY THE SECRETARY

WWEZ New Orleans—Granted license for new station 690 kc 1 kw D.

WAYB Waynesboro, Va.—Granted license for new station 1490 kc 250 w Unl.

WELI New Haven—Granted license for increase in power to 1 kw, and changes in DA-N.

KRSO-FM Seattle—Granted license for new FM station.

WJEJ-FM Hagerstown, Md.—Granted license for new FM station.

WCJT Louisville—Granted license for new FM station.

WBTM-FM Danville, Va.—Granted license for new FM station.

WDBQ Dubuque, Iowa—Same

WQXR-FM New York—Granted license covering changes in FM station.

WEWS Cleveland—Granted mod. of CP to extend completion date of TV station to 11-20-48.

WLAV-FM Grand Rapids—Granted mod. of CP to extend completion date of FM station to 7-12-48.

WSPA-FM Charlotte—Same except to 12-2-48.

WXYZ Detroit—Granted mod. of license to change name of licensee to WXYZ Inc.

The Journal Co., (The Milwaukee Journal) Area of Milwaukee—Granted CP for new exp. TV relay station.

The following were granted mod. of CP's, for extension of completion dates as indicated:

WSAY Rochester to 12-18-48; KFSD San Diego, to 7-18-48; WMFD Wilmington, N. C. to 9-24-48.

WTYS Marianna, Fla.—Granted license for new station 1340 kc 250 w unl.

KFRB Fairbanks, Alaska—Granted license for new station 1290 kc 1 kw unl.

WTTH Port Huron—Granted license for new station 1360 kc 1 kw D.

The following were granted mod. of CP's for extension of completion dates as shown:

WXRF Guayama, P. R. to 6-12-48; KOPR Butte to 7-1-48; WLOX Biloxi, Miss. to 6-23-48; WABB Mobile, to 6-15-48.

WBRE-FM Wilkes-Barre—Granted license for new FM station.

Following were authorized extension of completion dates as indicated:

WFTW-FM Fort Wayne, to 8-31-48; KVME Merced, Calif., to 9-17-48; WHOO FM Orlando, to 7-10-48; KSBR San Bruno, to 9-16-48; KFSD-FM San Diego, to 9-5-48; WDOD-FM Chattanooga, to 7-18-48; WJLS-FM Beckley, W. Va., to 9-1-48; KFEQ St. Joseph, to 11-25-48; WSOC-FM Charlotte, to 6-15-48; WFMF Chicago, to 6-1-48; WESB-FM Bradford, Pa., to 7-1-48; KRIC-FM Beaumont, Tex., to 9-6-48; WWCF Poynette, Wis., to 8-27-48; WBET-FM Brockton, Mass., to 6-15-48; WAAT-FM Newark, to 6-10-48; WWVA-FM Wheeling, to 11-21-48; KIXL-FM Dallas, to 10-31-48; KOMA-FM Oklahoma City, to 11-1-48; WMBD-FM Peoria, to 8-1-48; WSAN-FM Allentown, to 11-15-48; WTAR-FM Norfolk, Va., to 8-15-48; WHLD-FM Niagara Falls, to 12-1-48; WGPA-FM Bethlehem, Pa., to 6-1-48; WNHC-FM New Haven, to 5-15-48; WCAU-FM Philadelphia, to 7-15-48; WBIK Chicago, to 11-1-48; WIOD-FM Miami, to 8-22-48; WMOH-FM Hamilton, Ohio, to 6-24-48; WSPR-FM Springfield, Mass., to 8-12-48; KWFA Abilene, Tex., to 8-22-48; WMSA-FM Watertown, N. Y., to 8-1-48; KMGM Los Angeles, to 6-16-48; WSBA-FM York, Pa., to 12-5-48; WRVB Richmond, to 7-20-48; WSFL Springfield, Mass., to 10-1-48; KVRE Redding, Calif., to 8-14-48; WJUN Philadelphia, to 11-27-48; WAVZ-FM New Haven, to 7-26-48; WHDH-FM Boston, to 11-14-48; WJBY-FM Gadsden, Ala., to 11-16-48; WPRO-FM Providence, to 8-1-48; KCOH-FM Houston, Tex., to 8-16-48; KCFM Kansas City, Mo., to 11-18-48; WGTR Boston, to 6-15-48; WAJR-FM Morgantown, W. Va., to 6-1-48; KCOR San Antonio, to 6-15-48; W6XYL, Earle C. Anthony Inc., to 8-1-48.

May 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WXLW Indianapolis—Mod. CP new standard station increase power from 250 w to 1 kw, change type of trans., make changes in vertical ant., change trans. and studio locations, for extension of completion date. AMENDED to make changes in ant.; change type trans. and change name of applicant from Associated Broadcasters Inc. to Radio Indianapolis Inc.

Assignment of License

KORE Eugene, Ore.—Voluntary assignment of license from Violet G. Hill Motter, Administratrix of Estate of Frank L. Hill, Deceased, d/b as Eugene Broadcast Station to Lane Bcstg. Co.

License for CP

KXIT Dalhart, Tex.—License to cover CP new standard station.

Assignment of License

KEPO El Paso—Voluntary assignment of license from H. J. Griffith tr/as West Texas Bcstg. Co. to Griffith Broadcasters of El Paso Inc.

Assignment of CP

KORE-FM Eugene, Ore.—Voluntary assignment of permittee from Eugene Broadcast Station to Lane Bcstg. Co.

Modification of CP

WHAT-FM Philadelphia—Mod. CP new FM station for extension of completion date.

LICENSE RENEWAL

License renewal filed by: KPAB Laredo, Tex.; WARD Johnstown, Pa.; WAZL Hazelton, Pa.; WHOB Gardner, Mass.; WSAP Portsmouth, Va.

APPLICATION RETURNED

License for CP

KWAK Stuttgart, Ark.—License to cover CP new standard station. RETURNED May 19.

(Continued on page 76)

Ackerman Appointed CBS Hollywood Program Chief

HARRY S. ACKERMAN, CBS executive producer in New York, has been named to succeed Ernest H. Martin as the network's Hollywood program director, effective June 15. Mr. Martin is resigning from CBS to produce a Broadway play this fall.

Mr. Ackerman

Mr. Ackerman came to CBS last January from Young & Rubicam, New York, where he had been vice president in charge of radio program operations. His replacement in the New York post has not yet been announced. Mr. Martin has been CBS director of Hollywood programs since April, 1946. He joined the network in 1942.

RIOT QUELLED
WNEW Aids Police in Ending Harlem Trouble

WNEW New York was credi... fortnight ago with helping to e... Harlem riot which had taxed ... resources of the city's police f...

The trouble began as a result ... an unfounded rumor that a Ha... housewife had been killed by p... during an altercation in a ... market. An angry crowd gath... at the scene, and the situa... threatened to get out of contro...

Finally, police appealed to a ... gro publicity man, a Harlem c... munity leader, to go on the ... with a plea for reason. Time w... cleared on WNEW's all-night r... ord and news show, *Milkman's M...inee*, and the publicity man m... three brief speeches to the rio... the last at 4:47 a.m. On this o... sion the woman whose report... slaying had touched off the ent... ment herself spoke over WN... and assured Harlem listeners ... she was alive and well. The disc... ance ended a short time later.

Listen to Learn as W... As Relax, Bentley Urg...

RADIO listeners must assume ... sponsibility if the medium is ... realize "its fullest possibility a... weapon of peace," Julian Bent... WBBM Chicago newscaster a... former news editor of WLS, ... delegates to the World Citizen... Conference at Woodstock, Ill., M... 22.

The assembly, attended by d... gates from a dozen foreign co... tries and from the Midwest, w... sponsored by lodges, clubs, churc... and other groups to arouse c... interest and responsibility in lo... national and international affa...

Mr. Bentley cited three ways ... which listeners could help ma... radio "a more useful instrume... (1) Careful listening "for inform... tion rather than for pure relax... tion," (2) exercising the privil... and duty of expressing their cr... isms and (3) including full in... mation when writing to the stat... on which they hear the progra...

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Programs

VIDEO QUIZ show built around popular mystery-man theme started this month over KSD-TV St. Louis. Titled "It's A Hit," show is cast in form of baseball quiz between two teams of radio contestants. Home-viewers can win $1,800 in prizes by identifying mystery man in "Jig-Saw Jackpot" contest and writing letters telling why they support the Community Chest. Baseball props are used for video effects on show, as the m.c. guides contestants through a humorous take-off on the game. "It's A Hit" is produced and packaged by Westheimer & Co., St. Louis agency. Plans are underway to offer it on cooperative basis to four non-competitive advertisers.

'Town Meeting' Clinic

"JUNIOR Town Meeting" Clinic was held May 15 at Bethany College, Bethany, W. Va., as conclusion to 1947-1948 "Junior Town Meeting" series aired by WWVA Wheeling, W. Va. Dr. Gregor Ziemer, internationally famous author and lecturer and former member of "Town Hall" in New York, acted as moderator for the hour-long clinic broadcast. Question discussed was "Should Federal Scholarships Be Provided for Students Possessing Academic Qualifications?" Following forum by Bethany College faculty members, question period was held with attending students from 28 participating high schools. Current series, under title "Youth Speaks Its Mind," was presented by WWVA and Oglebay Institute with cooperation of Bethany College. Plans are underway for next series of broadcasts.

Answer for Meat

GIVEAWAY show in which listeners may win food by correctly answering the telephone is being aired on WJJD Chicago. Titled "Dinner Winner," program features an m.c. who phones people to see whether they are listening to the show. If person answers "steak," "pigs feet," "chopped liver" or some other meat he receives 10 pounds of that particular item and all necessary trimmings for seven-course dinner for six persons. If person merely answers "hello," however, he loses out.

Airport Airing

"WINGS OVER WASHINGTON" is new show being aired five times weekly over WQQW Washington. Gordon Hittenmark, television-radio director of Leon Caesly Organization and former morning man of WRC Washington and Air Corps lieutenant colonel, is doing show. It features transcribed and recorded music from WQQW's studios at the Washington National Airport, plus interviews with celebrities and talks with people of the air transport industry, including pilots, hostesses, mechanics, etc. Program is designed to stimulate interest in air power and air travel.

Scouts on TV

NEW BOY SCOUT program "Cubbing Is Fun," telecast on WWJ-TV Detroit, features different Cub Scout group each week demonstrating various activities of Scouts in Detroit area. Boys from Den 11 of Royal Oak, recent guests of program, brought a colorful scene to televiewers, as all boys were dressed as Indians in full war paint and feathers.

Selling School

AS PART of general educational program to inform public of activities at Montana School of Mines, school has started weekly series over KBOW Butte, Mont. Series is organized by committee composed of faculty members, KBOW manager and advertising agency consultant. Format includes talks by faculty members, student body, research arm of school and alumni organization. In addition, student forums are presented and programs from various student organizations and activities. Series gives opportunity to "sell" the School of Mines to public. Programs have been recorded and will continue throughout summer and fall.

Signs of the Times

TELEVISION is altering the tactics of baseball in more than one way according to a report from WTMJ-TV Milwaukee. Station notes a decided change in the activities of the "Knot Hole Gang" at games in Milwaukee. Rather than trying to peek through fences at Borchert Field to see the Milwaukee Brewers play, the gang now resorts to climbing on the WTMJ-TV mobile truck, parked outside the ball park, to get glimpses of the game on the video monitors. Inside the park, Brewers' Manager Nick Cullop also has changed his tactics. When under doctor's orders not to be outside during three games recently, Manager Cullop watched the games telecast by WTMJ-TV from video set in the clubhouse and communicated with Coach Ray Berres, who handled the team on the field.

Editorial Feature

IN VIEW OF Mayflower decision restriction, WNLK Norwalk, Conn., is airing weekly 15-minute program rounding-up editorial opinion as found in local press. Editorials are read by two announcers in alternate fashion, giving program effect of a dialogue, station reports.

Civic Feature

TALKS, interviews and roundtable discussions by members of various departments of Maine state government are featured on new program, "This Is Your State," heard each Friday night over WLAM Lewiston-Auburn, Me. Program is replacement for "This Is Your City," which recently completed 34-week run. Latter show consisted of interviews with department heads of governments in the Twin Cities. Explanation of duties and functions of these departments was augmented by latest news from the city halls. Lewiston and Auburn alternated programs in same time period.

To Air State Convention

ARRANGEMENTS have been completed by WCSI(FM) Columbus, Ind., with Indiana State Republican Central Committee, for broadcast rights to Republican state convention, to be held in Indianapolis June 11. Station will originate all newscasts from its booth at convention hall, and also will schedule 15-minute broadcast to originate from hall during afternoon. WCSI will remain on the air until convention is over and candidate is selected for governor.

Marooned During Flood

DURING recent flood in Maysville, Ky. area, WFTM Maysville maintained a 24-hour vigil, broadcasting reports to listeners. Chief Announcer Hal Sagraves was marooned at the flood center for three days during the emergency. He reported the hourly doings of the Ohio River from his vantage point in the power house of the U. S. Lock and Dam No. 33, some three miles east of WFTM's main studios.

Disc Participation Show

LATEST RECORD participation show over WWNY-FM Watertown, N. Y. is built on suggestive theme that rehearsal is being held by two announcers preparatory to opening disc show, creating behind-the-scenes feeling for listeners. Rehearsal treatment is also given to sponsors' spots. Show is aired Saturdays 8:30-9 p.m.

Harness Racing Telecast

CURRENT addition to sport attractions regularly programmed by KSD-TV St. Louis is harness racing. Telecasts of races at Fairmount Park Raceway near East St. Louis were presented May 25 and will be continued for seven consecutive Tuesday nights, starting at 8 p.m. and running to conclusion of the night's program.

'Aunt Mary' Release

RELEASE of more than 600 transcribed quarter-hour episodes of "Aunt Mary," daytime serial on NBC Western Network is slated by network's radio-recording division. Series, sponsored by Albers Div. of Carnation Co., and bought in January from C. & F. Productions Inc., will be available as an NBC syndicated program in the U. S. and Canada, except in the area served by the Western NBC stations.

'Kiddie Parade'

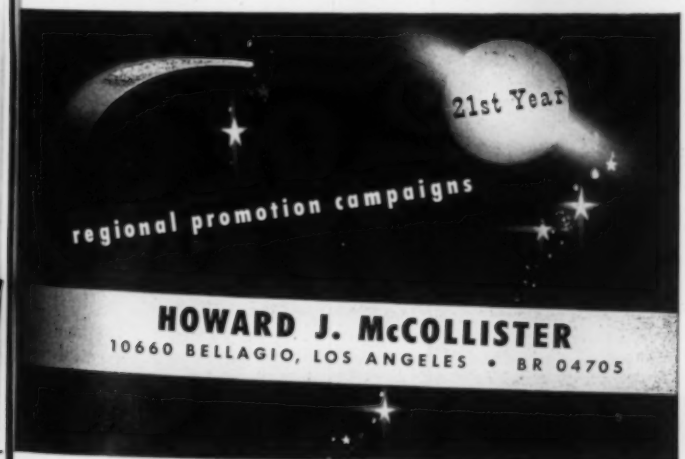
APPROACH to child guidance is offered as one feature on WBKB Chicago video show, "Kiddie Parade" produced by American National Video Productions Inc. Johanna Krout, staff psychologist at Chicago Psychological Institute, deals with everyday problems facing parents. Her part in program is to offer guide-posts based on latest discoveries in psychological research and clinical experience. She answers questions but does not attempt to give personal advice or to include specific issues. Program consists of songs, recitation of nursery rhymes, dances and acrobatics by youngsters in 2-12 age group. Children compete for 14-volume set of Childcraft books, winners chosen by audience write-in ballots.

Colored Housewives Show

AUDIENCE participation program for colored housewives has been started by WHAT Philadelphia, in form of a breakfast club feature. Club originates from Club Zel Mar and housewives are invited to write to station for tickets. Breakfast is served during show and members of audience have opportunity to win various prizes. Each woman attending receives loaf of Parkway Bread and package of Aunt Jemima Self Rising Flour, in addition to other prizes awarded in contests. Program is conducted by Ramon Bruce.

Tribute to Father Flanagan

"A TRIBUTE to Father Flanagan" was theme at KFAB Omaha, Neb., as station carried many special programs in tribute to founder of Boys Town. From time news of his death was received all KFAB newscasts carried stories of the famed priest. Homeward flight of his remains was reported until arrival at Omaha's airport, where Bud Neble, KFAB news editor, did an on-the-spot broadcast. Sergeant Patrick Moriarity of the U. S. Army, who directed youth activities in Germany and was with Father Flanagan when he died, appeared on Ruth Daly Neuhaus' program, "Talking It Over."



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RCA Victor 10-1397

ILLINOIS JACQUET
Jet Propulsion
and
Try Me One More Time
RCA Victor 20-2892

THE THREE SUNS
A Fella With an Umbrella
and
Steppin' Out With My Baby
RCA Victor 20-2863

CHARLIE SPIVAK
Inner Sanctum
and
"Merry Melody Makers"
Heartbreaker
RCA Victor 20-2864

RCA VICTOR RECORDS

Allied Arts

PRODUCTIONS for TELEVISION Inc., new package firm, has been formed by **JOSEPH M. SEIFERTH**, former promotion manager of WJZ New York. Company, located at 250 W. 57th, New York, also will serve as television consultants and representative for agencies without video departments.

BETTY FELKENSTEIN appointed account executive for Weaver Organization Inc., New York, promotion consultants.

T. M. KRAUS, editorial writer for Radio Reports, New York, will publish newsletter, summarizing books reviewed on the air, on June 2 and weekly thereafter. Newsletter, titled "Radio Book Letter," will point out defects in radio publicity on books. Rates are set at $10 for 13-week trial and $50 a year. Subscriptions are mailed to Mr. Kraus, 37 Fowler Ave., Lynbrook, N. Y.

WORLD VIDEO Inc., New York, international television group, has filmed 15-minute program of French fashion openings for NBC's "Paris Cavalcade of Fashion." Programs to be covered by group are to be announced soon.

C. E. HOOPER, head of C. E. Hooper Inc., and **MAL BELVILLE**, NBC director of research, discussed "The Television Audience" at open meeting of Academy of Television Arts and Sciences at CBS studios in Hollywood on May 25.

PAUL KOHNER Agency, Hollywood, started production of two 13 episode television serials through Bell International Pictures, same city. Serials, based on radio show "Retribution" and titled "One Witness" and "Operation-Murder," will be filmed on 16mm black and white film, 20 minutes duration each. Both shows will be packaged.

DON BRINKLEY, formerly with writing staff at WGN Chicago, has joined Television Adv. Productions, Chicago, as script editor.

AL KINGSTON has joined Nat C. Goldstone Hollywood, talent agency following dissolution of Al Kingston-Walter Myers agency. Mr. Myers retains offices of the former partnership.

NEW INSTITUTE FOR FILM, New York, is to offer course in television orientation, covering anatomy of video studio, audio equipment, cameras etc. as first in series of television classes. Applications may be obtained from the Institute, 29 Flatbush Ave., Brooklyn. Classes to be taught Tuesdays 6:45-8:45 p.m. by Rudolph Bretz, WPIX New York assistant manager, begin in September.

Equipment

ROYAL TELEVISION & RADIO Corp. has been organized to manufacture both direct view and projection television receivers, it was announced last week by **IRVING KANE**, president of Royal and former head of Viewtone Television Corp. Offices and plant are located at Viewtone's former address, 81 Willoughby St., Brooklyn, N. Y. Associated with Mr. Kane in new venture are: **JEROME BRESSON**, former senior engineer of U. S. Television Mfg. Corp., vice president; **EDMUND SHERMAN**, previously with General Electric Co., Farnsworth, Hazeltine and U.S.T., treasurer; **TOMMY HOLMES**, with Boston Braves, and **GEORGE EVANS**, publicity representative of Frank Sinatra.

BACE TELEVISION Corp., Hackensack, N. J., has started full-scale operations on its multi-unit television set, which features any number of viewing screens that can be operated from one central control point. Unit has three manual dials on central control and features 15-inch tube with flat-faced screen.

BELL TELEPHONE Co. of Canada is ready to service Canadian customers with television transmission facilities, executive Vice President R. V. Macaulay told the House of Commons Committee at Ottawa recently. He stated company would not do actual broadcasting of television programs, only supply transmission facilities.

Skywave

(*Continued from page 40*)

the U. S. allow operations on the channel but FCC has avoided a frequency fight. He said there was good chance of obtaining a year's postponement of NARBA, until September 1949. The Johnson bill gives the FCC no alternative, it was explained.

Mr. Barr said the allocation and clear channel issues were tied together originally as related problems, but with the clear channel delay, the matters are to be handled separately with action on daytime skywave interference to remove confusion.

As to diathermy interference with TV, Mr. Sterling said type approval of equipment is required. "We can't investigate every case," he said, "but we try to help airport and police services." He added that many get TV signals beyond normal contours.

Urges U. S. Probe Of Polk Slaying

AN AMERICAN investigation the slaying of CBS News George Polk in Greece [Broadcasting, May 24] was urged last week by Rep. George G. Sadowski (D-Mich.).

Rep. Sadowski, who had demanded a Congressional investigation the matter in a House speech Monday, was called on by two representatives of the State Dept. following day. They assured him that a probe was being made by Greek and British police.

The Congressman told newsmen he was "not satisfied" with assurances. He said that since was a "political" killing, he did believe either the Greek or British would make an "honest investigation if it turned out the Rightists were responsible.

The Michigan Democrat noted the fact that the State Dept. would be willing to let the Greek and British handle it is "almost whitewash."

Rep. Sadowski said the American probe could be conducted by Army Intelligence or some other unit. In addition, he recommended that the State Dept. offer a $5,000 to $10,000 reward to informants. If the informants can report to the American party, he said, they will not have to fear death or imprisonment.

The State Dept. spokesman promised to recommend the suggestions of the Congressman and report back to him. If he does not achieve results that way, Rep. Sadowski said, he will take legislative action. About 15 Congressmen had spoken with him and concurred in his action, he said.

The Overseas Writers Committee, meanwhile, obtained the services of Gen. William J. Donovan, director of the wartime OSS, as counsel for its inquiry into the matter.

The New York Newspaper Guild last week also demanded a full investigation of the murder "... by a qualified team of (U. S.) correspondents and government officials," in messages to President Truman, all New York Senators and Congressmen, newspapers and news services, and CBS.

100 Net, Regional Shows Aired Fuel Saving Plea

MORE THAN 100 network and regional programs carried conservation messages during the nation's fuel oil shortage last winter, according to figures announced last week by the Advertising Council, which promoted the campaign.

WCBS-TV New York averaged two messages a week. Total radio announcements amounted to 365,445,000 "listener impressions."

Sullivan, Stauffer, Colwell & Bayles Inc. was the volunteer agency.

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. . . all four—$9.50.

Or just send this ad—within 10 days—no money, and we'll send you —FREE— Art Henley's

"ABC of Comedy Writing"

Humor Business Pub. Co.

104 E. 40th St., New York 16, N. Y.

THE LONG ISLAND STORY

WHLI is **Long Island's most honored station**—winner of 3 national awards in a row. And WHLI has been on the air only 9 months!

VARIETY's showmanship plaque for **"responsibility to the community."**

N. Y. Newspaper Guild's Page One award for **"radio journalism."**

And now THE BILLBOARD's award for **"public service."**

WHLI 1100 KC

BETWEEN WHN AND WNEW

AND

WHNY (FM) 98.3 MC

IN THE MIDDLE OF THE DIAL

HEMPSTEAD

LONG ISLAND

FCC Actions

(Continued from page 72)

Applications Cont.:

TENDERED FOR FILING

TV—174-180 mc

KARM, The George Harm Station, Fresno—CP new commercial television station Channel 7, 174-180 mc, ERP of vis. 20 kw, aur. 10.6 kw.

AM—1570 kc

Ohio Valley Bcstg. Co., New Albany, Ind.—CP new standard station 1570 kc, 1 kw D.

Transfer of Control

KPAB KAIR-FM Laredo, Tex.—Consent to transfer of control of AM station and CP of FM station KAIR from Howard W. Davis, J. K. Beretta, and Mrs. J. K. Beretta to Mark Perkins.

AM—1340 kc

William N. Green, Charlotte Amalie, (St. Thomas), Virgin Islands—CP new standard station 1340 kc, 50 w unl.

AM—1320 kc

Taunton Radio Corp., Taunton, Mass.—CP new standard station 1320 kc, 1 kw D.

May 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KLAC Los Angeles—Mod. CP increase power etc. for extension of completion date.

KYLE Alamogordo, N. M.—Mod. CP new standard station for extension of completion date.

WPTR Albany, N. Y.—Same.

WGR Buffalo, N. Y.—Mod. CP increase power etc. for extension of completion date.

WMAK Nashville, Tenn.—Mod. CP new standard station for extension of completion date.

WDEV Waterbury, Vt.—Mod. CP change hours etc. for extension of completion date.

WNHC-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

KMPC-FM Los Angeles—Same.

FM—94.3 mc

South Suburban Bcstg. Co., Blue Island, Ill.—CP new FM station (Class A) on 94.3 mc, Channel 232, ERP 1 kw and ant. height above average terrain 250 ft.

Modification of CP

KFVS-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

WAGE-FM Syracuse, N.Y.—Same.

WHKB Columbus, Ohio—Same.

WFBC-FM Greenville, S. C.—Same.

License for CP

WPTL Providence, R. I.—License to cover CP new noncomercial educational FM station.

Applications for renewal of standard broadcast license filed by: KNEL Brady, Tex; WICY Malone, N. Y.; WIGM Medford, Wis.

APPLICATION RETURNED

FM—104.1 mc

Mohawk Bcstg. Co., Mason City, Iowa—CP new FM station (Class B) on Channel 281, 104.1 mc, ERP 1.15 kw and ant. height above average terrain 314 ft.

TENDERED FOR FILING

TV—192-198 mc

Leland Holzer, San Diego, Calif.—CP new commercial television station, Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 15 kw.

TV—54-60 mc

Victor C. Diehm, George M. Chisnell, Hilda M. Deisroth, and E. H. Witney, partnership d/b as Hazleton Bcstg. Co., Hazleton, Penn.—CP new commercial television station, Channel 2, 54-60 mc, ERP vis. 0.210 kw, aur 0.105 kw.

TV—192-198 mc

Matta Bcstg. Co., Pittsburgh—CP new commercial television station, Channel 10, 192-198 mc, ERP vis. 27.6 kw, aur. 13.8 kw.

FM—103.5 mc

Hardin-Simmons U., Abilene, Tex.—CP new FM station on 103.5 mc.

AM—1580 kc

Mrs. Jane Rascoe, Corpus Christi, Tex.—CP new standard station 1580 kc 250 w-D.

AM—1430 kc

Weirton Bcstg. Co., Weirton, W. Va.—CP new standard station 1430 kc 500 w-D.

(Continued on page 81)

Tobey Wedding

SEN. CHARLES W. TOBEY (R-N.H.) was married last Wednesday in Washington to Mrs. Loretta Rabenhorst, a former school teacher. Earlier the 67-year-old Senator was granted a 12-day leave of absence by the Senate for "strictly unofficial business."

Hope, Skelton Off Top 10 Shows List

PLACING among the top 10 evening shows in the May report of The Pulse Inc., New York, were: *Break the Bank, Fitch Bandwagon, Sealtest Village Store* and *Godfrey's Talent Scouts*. The programs they replaced were *Fibber McGee, Amos 'n' Andy, Red Skelton* and *Bob Hope*.

Sets in use during May were figured at 26, higher than for any May in previous Pulse history. For April it was 25.1 and May 1947 was 24.8.

The Pulse ratings for May follow:

EVENING

Lux Radio Theatre	25.3
Jack Benny	24.7
Walter Winchell	20.3
Break The Bank	19.3
Fred Allen	19.3
Kraft Music Hall	18.3
Fitch Bandwagon	17.3
Sealtest Village	17.0
Charlie McCarthy	16.3
Godfrey's Talent Scouts	16.3

DAYTIME—5-A-WEEK

Arthur Godfrey (11 a.m.)	7.7
Rosemary	7.5
Grand Slam	7.4
Helen Trent	7.3
Our Gal, Sunday	7.1
Aunt Jenny	7.0
Arthur Godfrey (7:30 a.m.)	6.9
Big Sister	6.7
Ma Perkins (1:15 p.m)	6.6
Breakfast Club	6.5
Harry Clark News	6.5
My True Story	6.5

SAT. AND SUN. DAYTIME

Yankees at Boston, Sun., May 2	6.0
Counterspy	6.0
Metropolitan Auditions	5.3
The Shadow	5.3
Quick as a Flash	5.3
Junior Miss	5.3
Yankees at Boston, Sat., May 1	5.3
Let's Pretend	5.0
Children's Hour	5.0
Brooklyn at Phila., Sun., May 2	4.7
Theatre of Today	4.7
Stars Over Hollywood	4.7

Hearing Procedure Is Explained by FC

CIRCUMSTANCES have ... outlined and explained by FCC ... der which the Commission will not postpone those ... hearings affected by the ... rule making to modify the ... ing TV allocations across the ... try [BROADCASTING, May 10] ... procedure policy in postponing ... rulings was announced May ...

The allocation table ... presented in the Commission's ... posed rule making order of ... 5, may affect television ap... in a number of cities where ... channels are proposed to be ... or deleted and other changes ... ified. In view of this situation ... Commission has established ... cedure to be followed in cont... or proceeding with the hear... these areas. Five situations ... covered.

In areas where the channels ... assigned are not affected by the ... 5 proposal to amend the TV ... tions, hearings will not be ... by FCC on its own motion. If a ... tion to add a channel in any of ... areas had been received by May ... deadline for filing of briefs or ... pearances on the May 5 propo... hearings would be continued until ... end of such proposed rule making ... ceeding.

In areas where added channels ... proposed in the May 5 order, or ... petition, hearings will be continued ... FCC on its own motion until the ... of the proposed rule making. In ... time if new channels are added, ... hearing dates would not be set for ... least 30 days after the effective ... of the new rule to permit the ... of new applications.

In areas where a proposed decrease ... in channels exists, hearings will ... be postponed by the Commission on ... its own motion.

Hearings will be postponed by the ... Commission on its own motion where ... deleted Channel 1 (44-50 mc) only is ... assigned and where the May 5 order ... proposes another channel. No FCC postponement will be made in all other ... cases where substitution of channels ... proposed in the May 5 order or by ... petition of applicants filed before May ... 28—provided no classification change ... has been proposed by FCC or requested ... by applicants. Postponement will be ... made where classification changes are ... proposed or requested.

Where the present channel assignment or the proposed assignment includes both metropolitan and community stations, and where the change ... proposed or asked involves only one ... classification, the FCC on its own motion will postpone hearing on the ... classification in which change is sought. The non-affected classification in such a case will not be postponed.

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Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

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Gates Radio Company Quincy Illinois

CLASSIFIED ADVERTISEMENTS

ABLE IN ADVANCE—Checks and money orders only. Situation Wanted per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All classifications 25c per word—$4 minimum. No charge for blind box ber. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks ading issue date. Send box replies to roadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. ADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

eral manager: Good opportunity for remely well qualified man to take charge of midwest 1000 watt sta- Present employees advised. Send to. complete personal history and erience with first letter. Box 484, OADCASTING.

Salesmen

lesman-announcer. Man capable of ng top sales and producing own ows on air. Plenty to work with. Mo- e unit—several tape, wire, record and nscription recorders. AM and FM. twork affiliate. Salary and commis- n. Must have a good selling voice air. Send all particulars first letter. x 656, BROADCASTING.

Announcers

Experienced Announcer, Over 26

Wanted by strong Chicago suburban station. Must have college education and high class reputation.

BOX 586, BROADCASTING

nted: Experienced announcer with r years minimum at commercial k. Quality and references must be od. College background preferred. Po- ion offers pay schedule, including in- tive plan, about $95.00 per week. od future for right man. Audition nscription must demonstrate disc key and ad lib ability; news han- ng; all-round musical knowledge and orough demonstration of commercial lity. Send photograph and references. rge southern market. Replies confi- ntial. Box 465, BROADCASTING.

NETWORK AFFILIATE

needs experienced master of ceremonies to announce and produce. Must be versatile, a showman and dependable. Send qualifications with transcription to Box 613, BROADCASTING. Outstanding opportunity for qualified man.

nted: Down-to-earth combination nouncer and continuity writer, pref- bly capable play-by-play to qualify r program director of Mutual affiliate. y 14,000 with exceptionally fine liv- g surroundings. Permanent. Mail apshot and information to Box 488, ROADCASTING.

nted: experienced, single announcer o wants to settle down awhile with progressive 250 watter in a south- ntral state. Send disc, photo, and ll details first letter. Good oppor- nity for the right fellow. Immediate ening. Box 602, BROADCASTING.

perienced announcer. Michigan re- onal network station has opening for rong, versatile commercial announcer. cellent opportunity for good man. nd qualifications, salary expected, oto and transcription to WFDF, Flint, ich.

e you a hillbilly disc jockey? We ve daily two hour show. If you have at it takes, can also handle short nounce shift, rush transcription of mple show, commercials. Box 634, ROADCASTING.

Help Wanted (Cont'd)

Immediate opening for good all-round top small station announcer. Better than average starting salary. Send disc, photograph, references. WDBC, Escanaba, Michigan.

Are you an M. C.?

If you can handle an audience participation quiz show with imagination and finesse; if you have a sense of humor, know how and when to use it and are quick to develop "situations" the instant they arise at the microphone, an East Coast 50 Kw station can use your services. Send details and an ET sample (if available) of your quiz work to Box 639, BROADCASTING.

Announcer-engineer with first class license. Must be good announcer, technical ability secondary as only 12 to 15 hours weekly transmitter duty required. 1000 watt independent well established in community. Good pay. Send audition platter, photo and details to Manager, KECK, Odessa, Texas.

New England 5 kilowatt network affiliate seeks morning personality with proven repeat proven consistent audience pulling ability. Must be interested in permanency and furnish character references. Forward complete story, audition. No material returned. Box 618, BROADCASTING.

Technical

Engineer-announcer for station in good small town near Atlanta. Will teach you announcing if have speaking voice. $50.00 week. Four-room apartment available. WMOC, Covington, Ga.

Operator-announcer with ticket. Good voice, good pay, housing available. Fishing country. Airmail disc. KPRK, Livingston, Montana.

Chief engineer for proposed TV station in New England. Box 641 BROADCASTING.

Midwest independent seeks full technical staff—replacing those considering striking. Write Box 657, BROADCASTING. 360 Michigan Ave., Chicago, Illinois.

Production-Programming, others

Network station in quarter-million midwest market needs women's program director to take full charge women's community programs and assist program manager in promotion and publicity. Quality of experience and air work important. Send complete background details, photo and disc to Box 607, BROADCASTING.

Commercial Continuity Writer, News Editor

Wanted by old well-established station on fringe of Chicago. Only high grade well-educated need apply.

BOX 585, BROADCASTING

Commercial copywriter midwest 5000 watt Columbia affiliate. Send complete data yourself, immediately, including salary expectations. Box 616, BROADCASTING.

Experienced news broadcaster capable of heading news staff of 50,000 watt midwest station. Prefer man with newspaper as well as radio background. Box 643, BROADCASTING.

Situations Wanted

Managerial

Manager with 16 years experience available soon to open new station or doctor an ailing one. Excellent record of profits, even in highly competitive markets. Will accept stock proposition.

Box 611, BROADCASTING.

Manager or commercial manager who can coordinate sales and programming for best results because he has successful background in both, including station and agency experience. Six years in present position but right opportunity will prompt move. Box 644, BROADCASTING.

Qualified manager available. Extensive experience in both network and independent operations. Have first class license and announcing ability of network caliber. Have new car, willing to travel for interview. This year helped win two of nations outstanding program awards. Sales record excellent. Box 658, BROADCASTING.

Administration, sales, liaison, sponsor relations, station-relations, traffic, correspondence, 8 years experience including network and local operations. Presently employed as commercial manager of newspaper-owned station. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 440, BROADCASTING.

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485 BROADCASTING.

Entering TV? Here is your opportunity to get a man with an excellent knowledge of television which will be further supplemented in NY during the summer. Presently employed as manager of AM-FM operation but owners have decided against TV. Over 16 years radio experience. Box 612, BROADCASTING.

Independent station general manager past 5 years, 5 station city, available on month's notice. Previously salesman, network station. Could invest. Box 487, BROADCASTING.

Successful manager available. Likes mid-south. Proven operations, sales, programming. Civic-minded. Age 28. Radio since 1938. Announce, sell. Will put your station in the black. Box 505, BROADCASTING.

General manager—outstanding record of administration in sales and programming. Minimum income $9,000. Box 554, BROADCASTING.

Salesmen

Experienced salesman. Progressive station, small market. Modest requirements. Box 590. BROADCASTING.

Network and affiliate sales experience. Qualified, young, married, veteran, personable, proven sales ability, excellent education—presently commercial manager major market AM-FM affiliates—desires same position in small station or salesman, large station. Highest references. Box 617, BROADCASTING.

Announcers

PEERLESS young genius, matchless talents. Experienced as an announcer, producer and director; University of Illinois graduate. Chance to exhibit abilities in production and programming more important than starting salary (but don't forget the high cost of living). This walking gold mine desires to be taken advantage of immediately. Box 606, BROADCASTING.

Announcer, experienced, married, 25. Two and half years college. Deep, well trained voice. Disc on request. Box 600, BROADCASTING.

Voice, talent, appearance, training, personality, all but experience. Can you give me my break. Box 609, BROADCASTING.

Attention North, South Carolina, Georgia. Announcer, home in New York, now employed 250 watt Mutual affiliate. Desires change, some experience, control operation, references, available at once. Write Announcer, c/o YMCA, Fayetteville, North Carolina.

Situations Wanted (Cont'd)

Good voice. Good copy, experienced 14 months. Handle console, news, disc shows, copywriting. Single, 24, sober. Travel. Box 531, BROADCASTING.

Announcer—Versatile, trained. Understands languages. Wants business, showmanship minded station. Experience? Actor only. Mellow enunciation, voice. Michigan 7077. J. Carbonne, 440 Schiller, Chicago, Illinois.

Experienced announcer-writer, vet. Desirous of position in either category. Have had equivalent of two years actual broadcasting experience. Also foreign correspondent, publicity and scripting. Will send disc, photo and detailed information on request. Box 593, BROADCASTING.

Are You Looking for a Major League AM or TV Sportscaster?

If so, possibly my experience and references might qualify me for your station. Am presently employed in one of the largest major markets with a network affiliated station. The money is fine. So are the hours, but frankly I want more work, especially handling play-by-play sports; over a dozen years background in this field, covering major league football, baseball, hockey and basketball. My references are the best. Interested in a salary plus talent arrangement. Available on reasonable notice.

BOX 640, BROADCASTING.

Available—announcer. Box 594, BROADCASTING.

Attention small stations. Good announcer, control operator, continuity writer. If you have opening, write immediately. Box 595, BROADCASTING.

"Fair" but "windy" announcer wishes to become "clear and milder". Received training at leading Radio City school. Will work anywhere. Box 597, BROADCASTING.

Announcer, veteran, single, has AFRS experience and graduate of Radio City school. Sincere hard worker with pleasing personality. Travel. Disc and photograph on request. Box 598, BROADCASTING.

Dependable commercial announcer with a thorough knowledge of the business. Have held program director and commercial manager positions in small station. Prefer an eight hour announcing shift with talent possiblities and overtime if earned. News, special events, sports, general staff work and one or two specialties such as poetry and narration. Available after two weeks notice present employer. Ask for $240.00 a month starting base salary. Box 599, BROADCASTING.

Available soon—Major and regional network type newscaster—metropolitan experience, powerful commercial voice. Large station operation preferred. Also, qualified production and dramatic narration. Box 635, BROADCASTING.

Graduate Radio City School of Acting and Announcing. Good knowledge of programming and copywriting. Familiar all phases of announcing, newscasting and disc shows. Ability will overcome inexperience. Will travel. Photo and disc upon request. Box 646, BROADCASTING.

Announcer—Single, 22, vet. Versatile. News, commercials. Ad-lib, disc shows. AFRS experience. Will travel. GI bill considered. State particulars. Box 647, BROADCASTING.

Tired of working for dullards. Tired of working for peanuts. I've passed all four network auditions, but always the same story: 'not hiring.' I'm a university graduate, with 9 years of radio experience. Tired of getting 'experience.' I want a decent job in a metropolitan center. Excellent production sense, nose for news, and good knowledge of classical music. Well-controlled, friendly voice. NO regional accent. Pleasant appearance. Meet people easily. Can leave present job after customary notice. Won't go south. Box 648, BROADCASTING.

Announcer—Married veteran. Desires position in midwest. Graduate of radio school. Ambitious. Willing to work. Box 625, BROADCASTING.

News and staff announcer. Good voice, versatile. Seeking position with metropolitan station. College graduate, veteran, married, 26. Send for disc. Box 626, BROADCASTING.

Situations Wanted (Cont'd)

Chicago area. Location desired by young versatile. Experienced commercial announcer. Victor Petrolis, 2906 Emerald Avenue, Chicago 16, Ill.

Announcer — single — versatile (disc jockey, sports, news, control board). Experience on independent network affiliate stations. Desires opportunity with station in east, New England or middlewest. Available immediately disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Avenue, New York, N. Y.

Versatile announcer, pleasant selling voice. Attended University of Wisconsin. Graduate top midwest radio school —included acting, directing, producing, programming, etc. Can write good commercial copy. Musical background good experience for disc shows. Worked on radio shows in Army and Milwaukee. Available immediately. Box 628, BROADCASTING.

Announcer—Vet, 26 years old. 6 months experience staff work 1000 watt station. Will consider all offers. Disc, photo upon request. Box 629, BROADCASTING.

Announcer, newscaster, console. Three years experience. Michigan Degree in business. Box 637, BROADCASTING.

Announcer—Experienced family man seeking to settle in progressive station; will travel. Box 621, BROADCASTING.

Announcer — Some experience with good promise. Strong on news, commercials and sports. Box 620, BROADCASTING.

Experienced announcer-salesman. Controls, newscasting. Married. Excellent references. Age 34. Available now. Box 619, BROADCASTING.

Announcer—Experienced. Available immediately. Will travel. Best references. Disc available. Box 390, BROADCASTING.

Announcer—Young man, college graduate, two years commercial experience in major markets desires position offering real opportunity. Box 654, BROADCASTING.

Technical

Engineer 10 years in communications. 1st phone, car. Desires to enter broadcast field. Box 533, BROADCASTING.

1st class phone technician seeking employment in broadcast transmission field. FM and television background. Willing to travel. Single. Box 591, BROADCASTING.

Chief engineer wants position as chief engineer in AM or FM station, built or building, or assistant chief engineer in 5 or 10 kw station. Experienced in construction and operation. Desires location in Florida or Texas. Presently employed as chief engineer of local. Married, family. Minimum salary $70. Box 603, BROADCASTING.

Desire chief engineer position midwest or west. 10 years experience in construction, FM, AM directional antennae, audio facilities. Presently employed as technical supervisor. Age 35. Box 608, BROADCASTING.

TELEVISION

Engineering graduate with five years of television experience would like to obtain responsible position in newly organized station. Can plan complete studio installation.

BOX 536, BROADCASTING

Chief engineer desires permanent position with OP or established station. Have built two 250 watters from ground up. Seven years experience in transmitter and studio maintenance and operations. Capable, conscientious family man. Available three weeks notice. Box 610, BROADCASTING.

1st phone. Active ham. Available. 1136 Tuscaloosa Ave., Birmingham, Alabama.

Engineer — recent grad. Philadelphia wireless 1st phone. Married. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

Chief engineer desiring permanent position, ten years broadcasting experience high and low power FM and AM extensive installation and maintenance experience, installed three complete radio stations 1947. Experienced in directional antenna. Good educational background. Good reference. Minimum $75.00. S. Azar, 408 Burdeshaw Street, Dothan, Alabama. Phone 548 J.

AM transmitter experience, BS, married, will move. Box 569, BROADCASTING.

Situations Wanted (Cont'd)

Vet student television, 1st phone, after 1 pm, N. Y. C. area. Wadsworth 6-0004.

Engineer—Experienced. Can build station and operate economically. Available on short notice. Prefer south, but will go anywhere. Warren Smith, Fredericksburg, Texas.

Engineer desires change to Los Angeles area. 7½ years experience, last five years CBS basic, in all phases of studio and recording. Three years college, member IBEW, 1st phone, married, age 29. Available on 2 weeks notice. Box 631, BROADCASTING.

Engineer. More than thirteen years experience in broadcasting positions including chief engineer. Experienced in construction, maintenance, operation. Also, experienced as an announcer with well trained voice. Married. Box 633, BROADCASTINNG.

Combination engineer-announcer. First class license. Fourteen years experience in all phases including positions as program director, chief announcer, chief engineer, newscaster. Good voice. Good technical knowledge. Box 632, BROADCASTING.

Engineer 1st phone, RCA graduate, single. Have no experience but willing to learn. Available immediately. Box 623, BROADCASTING.

Engineer experienced transmitter, control, AM, FM, directional. Excellent engineering references. Some mediocre announcing in past. Consider small, clean town with right salary. 2 weeks notice. Box 615, BROADCASTING.

Engineer, first class license. Single. Far west or West Coast. Box 653, BROADCASTING.

Production - Programming, others

News and staff man, now employed, seeks position in metropolis. College grad, 26, ambitious. Send for disc. Box 474, BROADCASTING.

Available: Excellent knowledge records, transcriptions. Experience music in general. College graduate, radio-music degree. Mike experience, top record show college station, dramatics, etc. 25, single. Box 501, BROADCASTING.

Young woman, native New Yorker, director women's programs, continuity chief, southern independent. Excellent voice free of common woman announcer's faults. Expert ad-lib, interviews, round table discussions. Resourceful, creative, energetic. Seeks position progressive station with vigorous policies in lively community. Available month's notice. Photo and disc. Box 596, BROADCASTING.

FRANKLY ON THE MAKE

for fulltime radio station with radio-wise staff. Presently employed as continuity director and woman commentator, but looking for greener grass. Young, attractive, quietly clever.

BOX 638, BROADCASTING

Program director—M.A. Degree, radio-theatre majors. Commercial and educational broadcasting experience. Married, 29, now college radio-speech professor and director. Interested in commercial position with public service-minded station. Available in June. Box 604, BROADCASTING.

Available immediately: announcer, experienced, university graduate. Extra strong on news, commercials, classical music. Prefer production and programming to announcing. Married. $55 minimum. Box 605, BROADCASTING.

Continuity chief, New York AM-FM affiliates, latter programmed for two million people; five states; relocating west coast June First. Background: selling copy, salable ideas, sponsor-contact, production. Desires: copy-production position. Resume available. Stanley Siwek, 10320 Orange, South Gate, California.

Organist—Experienced for radio staff work. Wurlitzer and Hammond. Can double as announcer. Will send transcriptions, photo upon reply. Box 630, BROADCASTING.

Writer-announcer. Now working, desires change of location. Experienced on net and non-net, also play-by-play sports. Box 614, BROADCASTING.

Want your record library kept in top shape? M.R. with thorough knowledge of all types of recorded music. Write platter shows and other copy. Pinch hit as announcer. Graduate of leading school in Radio City, N. Y. College background, veteran, married, willing to travel. Box 649, BROADCASTING.

Situations Wanted (Cont'd)

Experienced program director wants position with progressive station. New ideas! Not a floater. Navy veteran. Available June 15th. Box 650, BROADCASTING.

Program or musical director. This man's qualifications are very outstanding. A graduate Doctorate in music. Has taught music, strings, woodwind, and trumpet in college and private life. Played extensively in symphonic and popular bands. Composes and transposes and arranges with ease for any combination of instruments or voices. Has organized and directed vocal and instrumental organizations. Writes fine continuity, an excellent, all-round man. Member A.F.M. Mixes well and creates very good impression meeting people. Very sympathetic to management problems. Family man, excellent personality, age 38. He is ready for larger opportunity than we can give him. Write Box 642, BROADCASTING.

Program director-producer with successful station-agency background. Also some experience commercial films and television. Past six years radio-director-account executive for leading medium-sized agency. Interested in making change for right opportunity with progressive station, network or agency. Box 645, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Organist—sportscaster combination. Seasoned, experienced musician. Studied announcing; awaiting your offer. Box 655, BROADCASTING.

Schools

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Need Trained Personnel?

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Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Employment Services

Production manager (top regional affiliate); TV instructors—construction engineers; technicians with automobiles. Radio Employment Bureau, Box 413, Philadelphia, Pennsylvania.

Employment Services (Cont'd)

PERSONNEL

RADIO - TELEVISION
EXECUTIVE - CREATIVE - SALES
The Best Available Positions Filled Nationally
Advertising Personnel Service
HARLAN ROSS
11 E. 47th St., NYC—EL. 5-8...

For Sale

For sale: Gates limiting amplifier 28CO 2½ years of service. Good tion. RCA modulation monitor 66-A. Both ready for immediate ment. Make us an offer. BROADCASTING.

BONDING COPPER

In Stock for Immediate Shipment
Send for Our Price List Today
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2108 S. Ashland Ave.,
Chicago 8, Ill.

For sale: One Wincharger, 150' tower, complete with light insulator, guys and guy insulators Gates 250-A transmitter in good tion. One Gates Antenna Tuning One 19" 7' Standard Rack Cabinet Gates 10-F line or recording am One Gates frequency control cluding two Bliley crystals 1490 ovens. Two Bliley crystals and 1230 kcs, new. One Gates limiter tory rebuilt since used. One set son lighting chokes in weather cabinet. 537' 70 Ohm 7/8" Andrew per coaxial cable, new in one original factory spool. 1037' 70 Andrews coaxial cable, new on factory spool. All above equip ready for immediate delivery condition. Available due to change frequency and increase of power us an offer. All or any part. For information write or wire KFFA Helena, Arkansas.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 4581
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

RCA BTF-250A 250 watt FM transmitter, new condition, used 7 months used WE 109A reproducers with 9A. One used Presto model L tion playback. WPIK, Alexandria

1000 watt Western Electric Type transmitter. In excellent cond Available immediately. Radio KDAL, Duluth, Minnesota.

For sale: 179 foot Lehigh self sup ing tower with Locke insulators lighting equipment. $2500 on WSLB, Ogdensburg, N. Y.

Temco 250-GA transmitter FCC proved. On 1450 A-1 condition offer takes complete. WDLB, Marsh Wisconsin.

188 foot Lingo guyed tower com with insulators, guys, plates and ard lighting. Dismantled and immediate shipment. Good-as-new dition. Half cost. WSAV, Savan Georgia.

For Sale—250 watt station in rich Mountain market. Box 624, BROADCASTING.

For sale—150 foot Wincharger complete $750.00. Tempco 250 transmitter in original crate. FCC proved—ready for service, $1,250. F.O.B. Dixie Broadcasting Co., son, Tenn.

Two General Radio frequency type 475-C, on a frequency 1450 1490 kc, available $250 each. Bob McRaney, General Manager south Network, Columbus, Miss

For sale—RCA 250-K transmitter 2 sets tubes $2450; General Radio modulation monitor $275; Doolittle 1A frequency monitor, $400; entire for $3000. Excellent condition. Now erating on 1340 kc. Will be taken of service about July 15. George WBBQ, Augusta, Ga.

Complete Presto recording and playback equipment in console. Priced for sale. WNAR, Norristown, Penna.

For Sale (Cont'd)

FOR SALE
Immediate Delivery

8 new General Electric induction voltage regulators, type AIRT, Form M, 3 phase, 7.0 KVA, 220 volts, 184 amps, 50/60 cycle. Spec. No. 3263684, Ser No. 3263681-2-3-4-5-6-7-8, 10 per cent regulation, plus or minus, indoor type, boxed for export.
Fully equipped with contact making voltmeter, type TSB-20, motor control relay, automatic manual selector switch, manual raise and lower switch, control supply switch, output voltage testing terminal, limit switch, reversible motor, capacitor type, complete, good for 70 KVA load, fully automatic.

New List Price, $1810.00

Special Price, $450.00 each

These are very desirable units for radio broadcasting stations or small industrial plants where voltage regulation is required or needed, easy to install, just connect to power load.
Write us for any additional information required.

Electric Motor & Repair Co.
Raleigh, N. C.
Phone 2-2843

For sale—Complete Raytheon equipment, office equipment, tower and incidentals necessary to install a one kilowatt AM broadcast station. Available immediately. Box 636, BROADCASTING.

For sale—176' self supporting tapered cross section insulated tower with complete lighting equipment and antenna tuning unit available immediately as is erected in Stamford, Conn., WSTC.

250 watt station, good market, profitable operation. Owner selling because of other interest. Box 652, BROADCASTING.

Wanted to Buy

Approved field strength meter, reasonable. Box 580, BROADCASTING.

WANT TO PURCHASE HALF INTEREST OR MORE IN EITHER A FULLTIME STATION ON EQUITABLE TERMS OR A CP FOR CASH. PROMPT ACTION—DETAIL YOUR REPLY.
BOX 502, BROADCASTING

Radio Station or CP. Preferably in west or southwest, but will consider other markets. Box 651, BROADCASTING.

Wanted—Radio station in eastern or Florida states. Box 627, BROADCASTING.

General Radio 516 C RF bridge and accessories. E. R. Meissner, 3209 N. W. Vaughn St., Portland, 10, Oregon.

Miscellaneous

Original subscriptions up to $15,000 available for new regional station in large Pacific Coast market. Are you interested? Correspondence confidential. Box 622, BROADCASTING.

SEATTLE RADIO FACES TIME CHANGE PROBLEM

FOR the second time within six weeks, radio audiences in the Seattle area face a major readjustment in their listening habits, as the city goes on Daylight Saving Time tomorrow (June 1). The city council has authorized the time change for the first time in 15 years.

Network affiliates, which rearranged their schedules with the introduction of daylight time in the East, have been struggling to meet the second deadline.

Although there has been talk of parallel action by the state of Washington or at least by other communities within the state, indications are that most localities will stay on Pacific Standard Time this year.

KOMO, Seattle's NBC outlet, has been transcribing most network shows and delaying them an hour. To meet the new situation, KOMO will simply stop transcribing, and will carry the shows live.

KIRO, the Seattle CBS affiliate, is awaiting word from the network, according to Loren Stone, station manager, as to whether CBS will feed programs on a Daylight schedule.

Seattle will remain on Daylight Time only until Aug. 31, although major eastern areas will hold DST until late September.

WJR Adds FM

BEGINNING of FM operations May 30 as an added service to listeners and clients was announced last week by WJR Detroit. Station is duplicating its AM broadcasting schedule from 7 a.m. to midnight at "no additional expense to WJR advertisers."

Miscellaneous (Contd.)

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Construction permit holders attention! A complete service for the broadcaster from construction permit to license! We will build your building, erect your tower and antenna, install your ground system and transmission line, install all your radio and audio equipment and run tests of the completed installation for you. We will submit plans for your entire installation which will conform to your construction permit or your consultants specifications. Let our experience save you money and headaches. Let one contractor do your entire job—C. P. to license! Free estimates—personal supervision. Broadcasting Division, Fulkerson Machine and Erection Co. RFD 3, Jeffersonville, Indiana. Tel. Jeffersonville, Ind., 2508, Louisville Ky., Atwood 9582.

Considering Televison?
Budget Limited?
Complete first-class allocations engineering service in return for small interest in station.
BOX 601, BROADCASTING

GIVEAWAYS HIT

Public Relations Firm Attacks Practice

BUSINESS MEN who criticize politicians for buying votes with public funds instead of rendering public service and then turn around and follow the same shortsighted policy in their radio advertising, buying listeners instead of entertaining them, are told off by Baldwin & Mermey, New York public relations counsel, in the May issue of the firm's monthly bulletin, *Footnotes to Public Relations.*

"You've heard many a business man complain that one of the worst effects of the New Deal was in teaching Americans to expect something for nothing," the bulletin says. It continues: "The something-for-nothing doctrine certainly does not represent the best ideals of public morality; and it should be obvious even to an economic illiterate that something for nothing cannot long be handed out before national bankruptcy sets in.

"Many business men have sought to demonstrate the fallacies of the something - for - nothing doctrine, but some business men have actually contributed, and are contributing now, to its spread and acceptance. That sounds strange, perhaps, yet can we blame the public for believing that something for nothing can be had? Our good citizens are being offered something for nothing almost every hour of every day of every week—by hard-headed business firms who look at today's profit without considering tomorrow's.

"These firms sponsor the many giveaway radio programs which present fantastic truckloads of cash and merchandise to this lucky person or that. All he or she has to do is to listen in regularly, stick close to the telephone during showtime, and guess whether something is animal, vegetable or mineral, or just a song.

"The sponsor's interest in getting the highest return per dollar of advertising expenditure is understandable, and the Hooper ratings indicate that millions are listening to those shows. Can you blame Mr. and Mrs. Public for developing the habit of thinking that something for nothing is a reasonable expectation?

"Elections are often won by buying votes through campaign promises, and buying radio listeners with prize offers seems to be good business, too, for the moment. But the real payoff to business comes through a wide appreciation of the economic facts of life rather than through an expectation of pie in the sky."

DUPLICATION BY MBS AFFILIATES OPTIONAL

DUPLICATION of MBS AM programs over FM outlets of affiliates is a matter to be decided by the stations themselves, Edgar Kobak, Mutual president, said last week after annual meeting of the network's board of directors in Los Angeles.

"Mutual does not believe there is any necessity for forcing its affiliates with FM stations to carry every commercial AM show or none at all. In some instances I am sure that any such restriction would work a hardship upon the affiliates, particularly so if their FM facilities are operating on a shorter schedule than their AM," Mr. Kobak declared.

This policy, however, "will be necessarily subject to review from time to time," he added.

ART LINKLETTER, m.c. of CBS "G.E. House Party," will m.c. nightly show to be given at Bay Area Industrial Exposition, San Francisco, July 2-July 9. "House Party" will originate from there for July 5-9 broadcasts.

SETON HALL COLLEGE, South Orange, N. J., this summer will open a department of Communication Arts that will cover radio, theatre and television. Monsignor James F. Kelley, president announced.

LIVE IN CALIFORNIA AND AT A PROFIT

Management contract paying $500.00 per month plus override of 5% on gross and twenty five (25%) of daytime regional that is making small profit. Plant furnished throughout with new standard make equipment; studios and offices beautifully appointed. Excellent market location and ideal living and working conditions. Four years remaining managerial contract and 25% of broadcasting corporation for $35,000.00 cash. Action necessary on this opportunity.

One of the fine stations in California. Covers a rich primary market having retail sales in excess of $200,000,000.00 Physical properties of this station are beautiful and include a new building and several acres of very valuable land. This facility is now showing nice profit and is definitely one of the most desirable properties in this price bracket in California. Price $227,500.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

CBS CANCELS BENEFIT; EQUITY ASSN. BLAMED

WCBS-TV New York cancelled a scheduled pickup from Madison Square Garden of a benefit showing of "Command Performance" May 25 when Actors Equity Assn. allegedly refused to let its members be televised without payment.

The program, featuring Secretary of State Marshall and stars of radio, stage, and films, was arranged by the amusement industry to raise funds for American Overseas Aid and the United Nations appeal for children.

The *New York Times* quoted Equity's president, Clarence Derwent, as having said he knew nothing of plans to telecast the show until the video pickup was called off, a few minutes before the program began. However, a CBS spokesman said the telecast had been scheduled more than a week in advance, and that to the best of his knowledge Equity had been notified at the same time as the other entertainment unions involved.

The entire show was transcribed by the Armed Forces Radio Service by special permission of the American Federation of Musicians, for shortwave broadcast to U. S. service personnel overseas.

WNBW Studios Opened In Rebuilt D. C. Theatre

WNBW (TV) Washington last week started operation of new television studio in rebuilt theatre of Wardman Park Hotel. The studio is reported by the network to be 85 by 50 feet with a 22-foot ceiling. Size of studio will permit simultaneous rehearsal and televising of several video programs. The soundproof fire curtain formerly used on the theatre stage may be lowered to provide a smaller studio separate from the main studio.

Other facilities include offices, dressing rooms, film studio with 16 and 35-mm cameras, transmitter, field shop, and mobile equipment storage. Transmitter tower is also located on the hotel grounds.

Production

ROBERT L. ANDERSON, for past three and a half years head of radio research at J. Walter Thompson Co., Chicago, has been appointed research supervisor of ABC Central Division, effective June 1. He replaces **OLIVE McCANN**, who is leaving to work on the West Coast.

FLORENCE PRITCHETT has resigned as WOR New York women's commentator effective June 11 to take extended rest on advice of her physician. She will be replaced as star of daily "Barbara Welles Show" by **HELEN HALL**, formerly of WCBM Baltimore, starting June 14. Her interview show, "This is Florence Pritchett," will be discontinued after she leaves. Miss Pritchett joined WOR a year ago.

CHARLES RANALLO, member of WGN-TV Chicago staff, has been promoted to production assistant. **HELENE HERZFELD** has joined WGN-TV, also as production assistant.

JERRY DEANE, former program-production manager of KYSM Mankato, Minn., has joined production staff of KXEL Waterloo, Iowa. He previously was program director of WEBC Duluth, Minn., and regional radio director of OWI in Kansas City.

JACK PULLIAM has been appointed program manager of WGOR(FM) Fort Lauderdale, Fla.

FLORENCE GREENE, former producer-director for Larry Finley Productions, Los Angeles, and previously with CBS television, has joined WPIX(TV) New York, as casting director. Other staff members announced by WPIX are: **CLARK R. JONES**, former production supervisor of WRGB Schenectady, director-producer; **PEGGY GANNON**, assistant director; **LOUIS B. AMES**, former music copyright specialist for NBC, music librarian; **FREDERIC H. STANGE**, formerly with W2XJT Jamaica, N. Y. experimental TV station, floor manager; and **ALBERT T. KNUDSEN**, former assistant manager of ABC literary rights division, copyright supervisor.

JOHN GIBNEY, former production director of Television Adv. Productions, Chicago, has been appointed television production director of ABC Central Division effective June 1.

MARION POTVIN has been appointed continuity editor and women's commentator on CKGB Timmins.

GEORGE FAULDER, chief announcer of WMPS Memphis, has been promoted to program director.

FRANK P. MacDONALD, formerly with WRAL Raleigh, has joined announcing staff of WCOP Boston.

GEORGE PRICE, announcer and producer of KOME Tulsa, has been promoted to position of program director.

CLAIRE BANISTER, former assistant radio editor of Texas A & M College, has joined Rural Radio Network as director of women's programs. She will make her headquarters in Ithaca. Miss Banister worked with farm and women's programs at WTAW College Station, Texas A & M outlet.

JACK LAZARE, former WNYC New York announcer, has joined WQXR New York announcing staff.

PETER PROUSE, in charge of administration for CBS Hollywood originated network programs, has been named producer-director in that department. **ANNE NELSON** has been named office manager of the same department. She formerly was in CBS promotion.

E. CARLTON WINCKLER, of program department of Don Lee television station, KTSL Hollywood, has been named program coordinator.

LARRY THOR, former announcer with KMPC Hollywood, and before that writer and producer on various Canadian stations, has joined KNX Hollywood, announcing staff.

ED HELWICK has joined writing staff of NBC "Kraft Summer Show."

SHIRLEY OLSEN, formerly of traffic-music section of KWSC Pullman, Wash., has joined staff of KSEM Moses Lake, Wash.

ANDY BERNARD, formerly with WCOS Columbia, S. C., has joined staff of WPTF Raleigh.

WALTER HARBERD HOGAN, script editor of WIRE Indianapolis, received first prize in CBS "Dr. Christian," script-writing contest for 1948.

NANCY OSGOOD, NBC director of women's activities in Washington, has been assigned to attend Republican National Convention in Philadelphia to arrange for televising convention events of special interest to women televiewers.

MIFF COLTON, formerly with WTIC Hartford, has joined announcing staff of WLAM Lewiston-Auburn, Me., as temporary replacement for **LES HUBLEY**, resigned.

ESTELLE HOOD, copywriter at WLAM Lewiston-Auburn, Me., and Abe Bragdon have announced their marriage.

ALLEN MILLER, former program director of KWSC Pullman, Wash., will act as director of summer Radio Institute at Stanford U. **NATE BRIDGES**, former announcer-producer of KWSC, has joined KYAK Yakima, Wash.

DAVE CRUICKSHANK, former announcer of CKOV Kelowna, has joined CJCA Edmonton, as announcer.

VIN MALONEY, staff announcer of WNAC Boston, will receive honorary degree, M. A. O., on June 4 from Staley College of the Spoken Word, Brookline, Mass. Mr. Maloney is member of Staley College faculty and head of college radio department.

HELENE BISONETTE, traffic manager of CKGB Timmins, and Howard Brown have announced plans to marry in September.

BEN ALEXANDER, m. c. of Mutual-Don Lee "Heart's Desire," has returned to work following his recent illness.

ALAN YOUNG, radio comedian, and **VIRGINIA McCURDY**, singer, were married recently in Tijuana, Mex.

DAVID STIDOLPH, former documentary writer of KWSC Pullman, Wash., has taken public relations post at State College of Washington, owner of KWSC.

BILL ARRINGTON, program director of WMRC and WMRC-FM Greenville, S. C., is the father of twin boys, William Patrick and Robert Dean. Mrs. Arrington is former **VERA DEAN HUGHES**, one-time traffic manager of WMRC and WMRC-FM.

SUE MURRAY of KNX Hollywood sales promotion department, and **ROBERT J. FYFE** Jr. of E. F. Hutton Co., Los Angeles, were married May 16 in Santa Barbara, Calif.

GEORGE CAMPBELL, formerly of WBUZ (FM) Bradbury Heights, Md., is summer replacement announcer with WOL Washington.

LEE ELLIS, disc m. c. of WSPR Springfield, Mass., is in Veterans Hospital, West Roxbury, Mass.

SHELLY ROTHMAN, former record librarian at WINS New York, has been named operations manager and [illegible] director of WLIB New York.

CAROLYN GILBERT, pianist-[illegible] replaces **SKIP FARRELL** as regular on "Manor House Party" on WMAQ Chicago, Mon.-Fri. 6:30-45 p.m. (CST).

JANE BLYTHE, script writer at [illegible] Central Division, and Robert D. [illegible] are to be married June 4 in Cl[illegible]

CLARENCE deBRUYN is the father [illegible] girl, Sheila, born May 19 in New [illegible] Mr. de Bruyn is an announcer-pro[illegible] in CBS shortwave department.

H. J. (Jim) HAYWARD started "[illegible] Difference Does It Make" program recently on two Los Angeles stations,—on KMPC Hollywood for Bo[illegible] Scott & Dolman, that city (chain records); on KKLA (FM) Los An[illegible] for "Fortnite" Magazine.

JACK McCORD, assistant in pro[illegible] department of ABC Central Div[illegible] and **KAY JAMES**, executive sec[illegible] at NBC Central Division, were ma[illegible] May 22.

KSTL PLANS OPENIN[illegible] JUNE 1 IN ST. LOU[illegible]

KSTL St. Louis, 1 kw daytime 690 kc, expects to begin opera[illegible] June 1, according to Fran[illegible] Pellegrin, general manager.

Licensee is Radio St. Louis [illegible] Studios and offices are in [illegible] American Hotel. Raytheon eq[illegible] ment and a 352-ft. Winch[illegible] tower will be used. National r[illegible] resentative is Lorenzen & Tho[illegible] son Inc.

Staff members, in addition to [illegible] Pellegrin, include Ralph L. S[illegible] flebam, former general mana[illegible] of WDZ Tuscola, Ill., sales m[illegible] ager; John H. Fleet, formerly [illegible] WATO Oak Ridge, Tenn., c[illegible] engineer; Brad Harrison, forme[illegible] with KMOX St. Louis, directo[illegible] news and special events; Edw[illegible] M. Galloway, former WEW [illegible] Louis staffer, musical direc[illegible] Anita Cullens, formerly of WI[illegible] Alton, Ill., continuity supervi[illegible] and Loretta Kealy, formerly w[illegible] NAB, traffic and office manage[illegible]

CBS TV Net and WBZ-[illegible] To Get INS-INP Servi[illegible]

CBS Television Network and WB[illegible] TV Boston have signed for IN[illegible] INP-Telenews services, INS-Te[illegible] news Productions Inc. announ[illegible] last week.

Contracts call for an e[illegible] minute daily film and five-mi[illegible] daily newsreel for CBS, and [illegible] complete video news package [illegible] WBZ-TV including the daily ne[illegible] reel, 20-minute weekly newsr[illegible] INP news photo and daily IN[illegible] news tape.

WBZ-TV is to go on the a[illegible] Wednesday, June 2.

New WHAM Transmitt[illegible]

NEW 50-kw transmitter of WHA[illegible] Rochester has been put in use [illegible] nearby Chili. New equipment [illegible] cludes a building, transmitter a[illegible] 420-foot anti-fade tower. Blast [illegible] air used to cool tubes is also [illegible] to heat building which has liv[illegible] quarters, a garage and worksh[illegible] in addition to transmitter. W[illegible] station signs off electric heat[illegible] automatically take over.

FCC Actions

(Continued from page 76)

May 27 Decisions . . .

BY COMMISSION EN BANC

WORL Boston—Granted extension until Sept. 1 to operate station, provided, however, that station may make application for further extension of temp. license pending showing that it is proceeding diligently in prosecution of its appeal.

KOB Albuquerque, N. M.—Present license extended on temp. basis to Sept. 1, pending action on application to change frequency, action in clear channel hearings, as well as disposition of petition to revoke station's license.

KVMV Twin Falls, Id.—Present license further extended on temp. basis to Sept. 1, pending receipt of requested information.

WGNS Murfreesboro, Tenn.—Present license further extended to Sept. 1, pending processing of renewal application.

WMIQ Iron Mountain, Mich.—Present license further extended to Sept. 1, pending receipt of requested information.

WSPB Sarasota, Fla.—Granted renewal of license for period ending Feb. 1, 1951.

KGIW Alamosa, Col.—Same.

WPEN-FM Philadelphia—Present license for FM station extended to Sept. 1, pending receipt of requested information.

W9XLZ Gates Radio Co. Quincy, Ill.—Granted renewal of developmental broadcast license for period ending May 1, 1949.

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Present license for exp. station extended on temp. basis to Sept. 1.

W8XGZ Gus Zaharis, Charleston, W. Va.—Granted renewal of exp. television station license for period ending Feb. 1, 1949.

WXLW-FM Radio Indianapolis, Inc., Indianapolis—Present license for FM station extended on temp. basis to Sept. 1, pending filing of renewal application.

KXLR North Little Rock, Ark.—Present license further extended on temp. basis for period ending Sept. 1, pending receipt of additional requested information.

WHSC Hartsville, S. C.—Present license extended on temp. basis to Sept. 1, pending receipt of further information.

WOV & Aux., New York—Present license extended on temp. basis to Sept. 1, provided, however that licensee may file request for further extension of license upon a showing that further time is necessary to complete arrangements for disposition of one of its stations, which are presently subject to common ownership and control; and that steps are being taken with diligence to comply with provisions of Sec. 3.35 of Rules.

WJBW New Orleans—Present license extended on temp. basis to Aug. 31.

KPMO Pomona, Cal.—Present license further extended on temp. basis only to Sept. 1.

WALB Albany, Ga.—Granted renewal of license for period ending Nov. 1, 1950.

Licenses for following stations were further extended to September 1, 1948, for the reasons shown:

KARK Little Rock, Ark.—Pending final adoption of proposed rules regarding control of station.

KFJZ & Aux. Tarrant Bestg. Co., Fort Worth, Texas.—Same.

KHJ Santa Barbara, Calif.—Pending decision in Docket 7399.

WGOV Valdosta, Ga.—Pending study of complaint involving possible violation of Sec. 315 of Act.

WHKP Hendersonville, N. C.—Pending receipt of requested information.

WGIL Galesburg, Ill.—Pending decision on application for transfer of control.

WHLS Port Huron, Mich.—Pending final decision in Docket 6987.

WKEU Griffin, Ga.—Pending action in Docket 7212.

WJOL Joliet, Ill.—Pending action in Docket 6983.

WROB West Point, Miss.—Pending receipt of reply to letter requesting information.

WPAB Ponce, P. R.—Pending action in Docket 8688.

KHJ-FM Los Angeles—Pending disposition of Docket 7399.

W6XAO and W6XDU Los Angeles—Same.

ST Licenses

Licenses for following ST-broadcast stations, were further extended on temp. basis to Dec. 1, pending securing of equipment necessary to permit shifting of frequency, and subject to following condition: Frequency assignment subject to change in accordance with proceedings in Docket 6651 and subject to cond. that no interference is caused to government stations on this or adjacent channels: W1XVJ, Westinghouse Radio Stations Inc. Boston; W2XEO, Capital Bcstg. Co. Inc., Schenectady; W4XGG, Gordon Grey, Winston-Salem; W9XMB, The Moody Bible Inst. of Chicago; W2XBD, General Electric Co., Schenectady.

Time Reservations

Commission scheduled oral argument for June 28 on its proposed rule making of April 14 concerning special rules relating to contracts providing for reservation of time upon sale of a station. Comments filed by interested parties prompted order.

Standards Revision

Commission amended Sec. 26 of its standards of good-engineering practice governing standard broadcast stations to revise its table of average sunrise and sunset times for different months in different cities.

May 27 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KIFI Idaho Falls, Id.—CP change frequency from 550 to 1060 kc, increase 250 w to 1 kw, install DA-N antenna AMENDED to change power to 10 kw, DA-DN.

AM—1570 kc

Ohio Valley Bcstg. Co., New Albany, Ind.—CP new standard station 1570 kc 1 kw D.

AM—1390 kc

All Nations Bcstg. Co., Boston—CP new standard station 1460 kc 5 kw D. AMENDED to change frequency from 1460 to 1390 kc, install DA.

License for CP

WBUX Doylestown, Penn.—License to cover CP new standard station.

WAEL Mayaguez, P. R.—License to cover CP new standard station.

Modification of CP

WHLW Rutland, Vt.—Mod. CP new standard station for extension of completion date.

AM—1340 kc

William N. Greer, Charlotte Amalie, Virgin Island—CP new standard station 1340 kc 50 w unl.

AM—1250 kc

Public Service Broadcasting Company of Seattle, Wash.—CP new standard station 1250 kc 1 kw and S-KTW hours. Contingent upon KWSC being granted change of frequency. AMENDED to omit contingency upon KWSC being granted change in frequency.

License for CP

WKOY Bluefield, W. V.—License to cover CP new standard station.

Modification of CP

WDWS-FM Champaign, Ill.—Mod. CP new FM station for extension of completion date.

KROS-FM Clinton, Iowa—Same.

KSBS Kansas City—Same.

WCAR-FM Pontiac, Mich.—Same.

KPOJ Portland, Ore.—Same.

WIP-FM Philadelphia—Same.

WCLC Clarksville, Tenn.—Mod. CP new FM station for extension of completion date.

FM—103.5 mc

Hardin-Simmons U., Abilene, Tex.—CP new FM station (Class B) on 103.5 mc, Channel 278, 2,890 w.

Modification of CP

WOIC Washington, D. C.—Mod. CP new commercial television station for extension of completion date.

TV—54-60 mc

Gulf Theatres Inc., Tampa, Fla.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw unl.

TV—174-180 mc

Central States Bcstg. Co., Omaha, Neb.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.7 kw, aur. 7.85 kw and unl. AMENDED to request Channel 7 (174-180 mc) change ERP to vis. 26.2 kw, aur. 13.1 kw.

Modification of CP

WLWC Columbus, Ohio—Mod. CP new commercial television station for extension of completion date.

TV—192-198 mc

Matta Bcstg. Co., Pittsburgh—CP new commercial television station Channel 10, 192-198 mc, ERP vis. 27.6 kw, aur. 13.8 kw unl.

License Renewal

Applications for renewal of standard broadcast license filed by: KYOS Merced, Calif.; WGAL Lancaster, Pa.; WMRN Marion, Ohio.

APPLICATION RETURNED

SSA PROGRAMS

KTMS Santa Barbara, Calif.—Special service authorization to permit broadcasting information to longshoremen, as public service and without charge, in accordance with request of Pacific Coast Maritime Industry Board, 4:44-4:45 p.m. (PST) Mon.-Fri. and 4:58-4:59 p.m. (PST) Sat. for period ending May 1, 1950. RETURNED May 12.

TENDERED FOR FILING

AM—1440 kc

Glenn West, Portland, Ind.—CP new standard station 1440 kc 250 w D.

AM—1430 kc

Overlook Hills Development Co., Steubenville, Ohio—CP new standard station 1430 kc 1 kw unl. DA-2.

AM—1260 kc

WHTN Huntington, W. Va.—CP change hours from D to unl., frequency from 800 to 1260 kc, install DA-N.

Hearings Before FCC . . .

JUNE 1

TV—Hearing

KRSC-TV Seattle, Wash.—For television facilities.

AM—Hearing

KSAL Salina, Kan.—CP 1150 kc 5 kw DA-N unl.

KRKD Los Angeles—Mod. of license 1150 kc 5 kw-D 1 kw-N. S-KFSG.

KFJI Klamath Falls, Ore.—CP 1150 kc, 1 kw DA-N unl.

KTOR Coolidge, Ariz.—CP 1150 kc 1 kw DA-N unl.

KGFM Great Falls, Mont.—CP 1150 kc 5 kw DA-N unl.

Party respondent: KRSG Seattle, Wash.

AM—Hearing

WTOM Bloomington, Ind.—Mod. CP 1490 kc 250 w unl.

Parties respondent: WKBV Richmond, Ind.; WOMI Owensboro, Ky.

AM—Hearing

KXRO Aberdeen, Wash.—CP 1320 kc 1 kw DA-N unl.

JUNE 2

AM—Hearing

Marmat Radio Co., Bakersfield, Calif.—CP 970 kc 5 kw unl. DA-N.

AM—Further Hearing

Petaluma Bcstrs., Petaluma, Calif.—CP 1490 kc 250 w unl.

Walter L. Read, Petaluma, Calif.—Same.

Pacific States Radio Engineering, Pittsburg, Calif.—Same.

Intervenor: KXOA Sacramento, Calif.

JUNE 3

AM—Hearing

WCFL Chicago—Mod. CP 1000 kc 50 kw DA unl.

AM—Hearing

Parish Bcstg. Corp., Minden, La.—CP 1240 kc 250 w unl.

Party respondent: KOCA Kilgore, Tex.

JUNE 3

TV—Hearing

Louis G. Baltimore, Wilkes-Barre, Pa.—For television facilities.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—For television facilities.

To be held in Court Room, Federal Bldg., at Wilkes-Barre.

JUNE 4

AM—Hearing

The Windham Bcstg. Co., Willimantic, Conn.—CP 1340 kc 250 w unl.

Parties respondent: WNHC New Haven, Conn.; WDRC Hartford, Conn.

Bert Williamson, Martinex, Calif.—CP 1330 kc 250 w D.

Party respondent: KSRO Santa Rosa, Calif.

FCC Correction

APPLICATION report of WIBB Macon, Ga.—Should read voluntary transfer of control of permittee corporation to Oliver Thornburg, Thomas Maxwell and Thomas S. Carr INSTEAD of Oliver Thornburg and Thomas Maxwell.

FCC Box Score

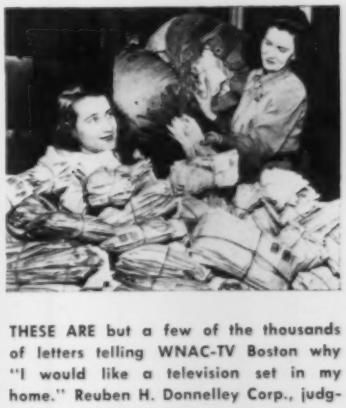
FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,670 licensed, 356 construction permits, 276 applications in pending file, 318 applications in hearing; FM—128 licensed, 115 conditional grants, 797 CPs (of which 404 are on air under special temporary authority) 48 applications pending, 41 applications in hearing; television—seven licensed, 90 CPs (of which 26 are on air), 258 applications pending of which 151 are in hearing.

FELTIS, BAKER SPEAK TO SEATTLE AD CLUB

"RADIO has more facts for its users than any other medium," Hugh M. Feltis, president, Broadcast Measurement Bureau, told members of the Advertising and Sales Club of Seattle during a Radio Research Forum meeting held by the club May 25. Participating in the forum in addition to Mr. Feltis, who is a past president of the Seattle club, were Dr. Kenneth Baker, director of research, NAB, and Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Science, Columbia U.

Mr. Feltis stated that BMB is here to stay and announced that the budget has been authorized for the next nationwide study next spring.

Dr. Baker declared that ours is the best country in the world for mass communication to people because commercial "radio is the greatest of mass media in appeal and effect on people." This influence carries enormous responsibility, he added. Regarding television, he warned that it is no gadget but opens a whole new market to the industry.



THESE ARE but a few of the thousands of letters telling WNAC-TV Boston why "I would like a television set in my home." Reuben H. Donnelley Corp., judging and handling the contest, has two of its girls working fulltime on the mail, which was so heavy that announcement of the winners was postponed from April 29 to May 23.

At Deadline ...

FCC GRANTS FOUR NEW STANDARD STATIONS

GRANTS for four new AM stations and reinstatement of two standard station permits were reported by FCC Friday. Power increase was granted KNAK Salt Lake City from 500 w to 1 kw day, 500 w night on 1280 kc. New station authorizations:

Urbana, Ill.—University City Broadcasting Co., 1580 kc, 250 w, daytime. Principals: John O. Bartlow, until 1947 with IBEW Radio Division, AFL, president 12.5%; Bruce R. Foote, former staff singer WTMJ Milwaukee, vice president 2.5%; W. Lee Summers Jr., attorney, treasurer 5%. Remaining interest divided among 18 others. Construction cost $22,447. Station must wait until WWXL Peoria vacates frequency.

Salida, Col.—Vir N. James, 1340 kc, 250 w, unl. Grantee radio engineer 16 years, is ex-chief engineer KUOM Minneapolis and for eight years CBS color television engineer. Cost $11,861.

Springville, Utah—Springville Radio Co., 1400 kc, 250 w, unlimited. Co-partnership: W. W. Clyde, chief owner Utah Service Corp., gas, lumber and hardware firm, and C. G. Salisbury, real estate and cashier Springville Banking Co.; station must wait until KNAK Salt Lake City vacates 1400 kc. Cost $21,690.

Lander, Wyo.—Edward J. Breece, 1230 kc, 250 w, unlimited. Grantee is publisher weekly State Journal. Cost $17,500.

KULE Ephrata, Wash., Columbia Basin Broadcasting Co., was granted reinstatement of permit for 730 kc, 250 w, daytime. First granted July 1947, permit expired and was deleted in January. KULE explained difficulty in securing site satisfactory to CAA and getting telephone lines. KXEO Mexico, Mo., owned by Audrain Broadcasting Corp., was granted permit to replace that deleted in February because of expiration. KXEO explained misunderstanding over terms of previous extension of completion date grant. Facilities assigned were 1340 kc, 250 w, unlimited.

KFAR Fairbanks, Alaska, granted special temporary authorization for 30-day operation on 660 kc with 10 kw unlimited. KOB Albuquerque granted extension of special service authorization for 90 days to operate on 770 kc, 25 kw night, 50 kw day, contingent on final decision on KOB hearing for regular license on 770 kc.

Tuscola (Ill.) Chamber of Commerce was granted petition to intervene and extension of time to June 14 to file objections to proposed decision of FCC approving removal of WDZ Tuscola to Decatur, Ill. Grain County Broadcasting Co. Inc., Peru, Ill., application for 500 w night, 1 kw day on 980 kc was ordered removed from consolidated hearing and was denied for default in prosecution. Request had been consolidated with WMMJ Peoria, Ill.; KAKC Tulsa; Public Broadcasting Service Inc., Enid, Okla., and Lincoln Broadcasting Co., Springfield, Ill.

CLEAR GROUP AND MBS OPPOSE JOHNSON PLAN

ADOPTION of Johnson Resolution (SRes-240), which would instruct FCC to withhold decision in clear-channel case pending new NARBA treaty, opposed by MBS and Clear Channel Broadcasting Service in wires to Senate Interstate Commerce Committee.

CCBS, with non-member KSL Salt Lake City in accord, held resolution will encourage duplication by other nations, handicap delegates to next NARBA, and can remain in force indefinitely since NARBA requires two-thirds Senate vote to ratify. Better radio for rural areas would be prevented, CCBS charges, and criticizes exempting KOB case from terms.

Edgar Kobak, MBS president, said resolution constitutes undue interference with functions of an expert agency and seriously handicaps U. S. in negotiating new North American agreement.

ALLENTOWN TV APPLICATION

WFMZ Allentown, Pa., FM independent, applied to FCC Friday for television station on Channel 8 with 0.376 kw visual and 0.188 kw aural powers. GI-operated station is fourth applicant for single channel available there.

CLASS B FM OUTLETS GET COMMISSION APPROVAL

CONDITIONAL GRANTS for two Class B FM stations and CP's for six others announced by FCC Friday. Four other stations given CP's in lieu of previous conditions, and two changes in Class B allocations were proposed.

Conditionals went to WSAZ Huntington (proposed assignment: Channel 233, 94.5 mc) and WOAY Oak Hill, W. Va. (No. 231, 94.1 mc). WSAZ estimated construction costs at $36,500; WOAY, $20,975.

FCC deferred action on WFSS Coram, N. Y. request for imediate grant of application to change its Class A grant to Class B, but proposed to change allocation table to make Class B Channel 277 available there. FCC also proposed to add No. 233 at Sandusky, Ohio. In both cases, protests will be accepted to June 28.

WTSP St. Petersburg, Fla. was granted reinstatement of CP for Class B station on Channel 273, provided it completes construction by July 15. WHDL Olean, N. Y. was granted CP for Class B station on Channel 239 with 43 kw and antenna height 800 feet, after Commission changed allocation table to substitute Channel 239 for 238 at Olean. Other CP's all for Class B stations:

KWOC-FM Poplar Bluff, Mo.—Channel 233 (94.5 mc); 9.6 kw; 225 feet.

WJJL-FM Niagara Falls—No. 241 (96.1 mc); 12 kw; 385 feet.

WSAI-FM Cincinnati—No. 274 (102.7 mc); 14.7 kw; 550 feet.

WCYB-FM Bristol, Va.—No. 287 (105.3 mc); 56 kw; 2,350 feet.

Following received CP's in lieu of previous conditions:

WRXW Louisville, Ky.—No. 236 (95.1 mc); 16.7 kw; 510 feet.

WGBG-FM Greensboro, N. C.—No. 262 (100.3 mc); 37 kw; 395 feet.

WAKR-FM Akron, Ohio—No. 248 (97.5 mc); 14.7 kw; 260 feet.

WLEE-FM Richmond—No. 275 (102.9 mc); 26 kw; 305 feet.

Chicago Federation of Labor was granted 90-day extension to complete its WCFL-FM Chicago, on condition station is completed or commences interim operation in that time. Completion date for Indiana U.'s Bloomington noncommercial educational FM station was extended from May 27 to Nov. 27.

WJR NAMES MULLEN, SIEBERT

ELECTION of Frank E. Mullen, president-elect of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, and William G. Siebert as directors of WJR, The Goodwill Station Inc., announced by G. A. Richards, retiring president of three stations. With appointment as director, Mr. Siebert, present WJR treasurer, assumes duties as secretary of corporation. Associated with WJR since 1929, he was appointed treasurer last year. Other WJR directors are Mr. Richards, Francis S. Richards and Harry Wismer.

PARAMOUNT SEEKS ACTION

PARAMOUNT PICTURES Inc. Friday asked FCC for prompt action on ownership issue in Allen B. DuMont Labs. and other firms or to direct Jack P. Blume, hearing examiner in overall TV case, to file report at end of current San Francisco hearing and before start of Cleveland and Boston hearings. FCC, which claims Paramount group has maximum of five grants, heard argument on DuMont phase in early May [BROADCASTING, May 17].

WJZ-TV SITE FAVORED

ABC's long search for antenna site for its WJZ-TV New York apparently near end as FCC Friday approved plan for mounting antenna on WABF (FM) tower on Hotel Pierre, subject to clearance by CAA. Visual power changed from 16.25 to 29.5 kw, aural power from 8.25 to 14.8 kw.

SYDNEY H. EIGES, NBC vice president in charge of press, is father of boy, Mark Robert, born Friday at Lying-In Hospital, New York.

FOUR NEW TV OUTLETS AUTHORIZED BY FCC

GRANTS for four new television stations, representing more than $1,000,000 in construction costs, were announced by FCC Friday: [illegible] for Utica, N. Y., one each for Jacksonville, [illegible] and San Antonio, Tex. They're first TV grants in these cities.

KDYL-TV Salt Lake City was authorized to move from Channel 2 (54-60 mc) to Channel [illegible] (66-72 mc) and increase effective radiated power to 14.5 kw. Don Lee Broadcasting System was denied authority to use call letters KTSL during current temporary commercial operation of TV station W6XAO Los Angeles. FCC said its policy is to permit experimental station to use commercial call only if licensee has commercial grant.

New station grants:

Utica Observer Dispatch, permittee of WKCJ [illegible] was assigned Channel 3 (60-66 mc) with 15.7 kw visual and 7.75 kw aural powers, antenna height 805 feet. Copper City Broadcasting Corp. (WKAL-TV, WKAL-FM Rome, N. Y.) was given Channel 13 (210-216 mc) for new Utica station with 13 kw visual and 11.3 kw aural powers, antenna height 830 feet. Observer-Dispatch estimated construction cost at $244,665, first year's operations $75,000, first year revenues $25,000. Copper City expected its construction to cost $205,900 and first year's operation $50,000, did not estimate revenues.

Southland Industries, operator of clear-channel WOAI San Antonio, was assigned Channel 4 (66-72 mc) with 21.6 kw visual and 10.8 kw aural powers, antenna height 480 feet. Construction cost estimated at $372,680; first year's expenses, $[illegible]

Jacksonville grant went to Florida Broadcasting Co. (WMBR) for Channel 4 with 14.8 kw visual, [illegible] aural powers, 430 foot antenna height. Company-estimated construction would cost $197,500 and first year's operation $50,000.

FCC meanwhile extended completion dates as follows: WHNC-TV New Haven, to Oct. 28; WSPD-TV Toledo, to Sept. 9; WHAS-TV Louisville, to Oct [illegible]

NEW WMCA OFFICERS

RESIGNATIONS of Herman M. Stein, president of Davega Stores Corp., as director, secretary and treasurer of WMCA New York and Charles Stark as vice president and director [BROADCASTING, May 24] formally announced at special board meeting. Albert Davega, vice president of Davega Stores, also resigned as director of station. Newly elected directors were R. Peter Straus, WMCA special features division; Irving L. Straus, sales department; Elizabeth M. Rogan, secretary to Irving Straus. Officers elected were Helen Straus, director of educational broadcasts, vice president; Miss Rogan, secretary and assistant treasurer. Nathan Straus, station president, also elected treasurer.

Closed Circuit

(Continued from page 4)

be made public, based on recent measurements, will show new cars with recommended shielding are no problem but old models can cause some picture splattering.

BOTH FCC and clear channel stations last Thursday tensely awaited action by Senate Interstate & Foreign Commerce Committee on Johnson Resolution (SRes-240) which would have mandated FCC to do nothing about clear channels or high power until after NARBA agreement is concluded some two years hence. Committee met as scheduled but resolution wasn't even mentioned. They're breathing easier but they're wondering what might happen this week.

BERNARD KOTEEN, chief of FCC Law Dept.'s Broadcast Review Section, planning resignation to enter private radio law practice in Washington.

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!

Robin Hood *Enriched* **Flour**

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS, MINN.

March 9, 1948

Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the South carrying "Queen For A Day" radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programing and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

William King, Jr.

By William King, Jr.
Advertising Manager

WK:smd

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY

Crosley Broadcasting Corporation

WLW